



# NAFISA AHMED

## SALESFORCE ADMINISTRATOR

### CONTACT

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### SUMMARY

A proactive and technically proficient Salesforce Administrator with a passion for creating efficient data systems. Skilled in administering Salesforce environments, implementing automations using various tools like Flows, Process Builder, and Lightning components. Capable of collaborating seamlessly with cross-functional teams, leading technical discussions, and driving impactful improvements to CRM platforms, while demonstrating a commitment to continual learning and growth.

### SKILLS

- Salesforce Administration (Sales Cloud, Service Cloud)
- Declarative Automation (Flows, Process Builder, VisualForce Pages)
- Apex, Lightning Web Components
- Data Management and Integration
- User Training and Support
- Project Management and Collaboration
- Third-Party App Integration (Outreach, Netsuite)
- Salesforce Reporting and Dashboard Creation

### EXPERIENCE

#### SALESFORCE ADMINISTRATOR | ARTSY

Nov 2022 - Present

- Spearheaded integration projects, ensuring seamless data transfer and operational coherence between Outreach Kaia, Sales Cloud and Service Cloud.
- Provided comprehensive Salesforce support to sales, support, and enablement teams, resolving queries and implementing scalable automations.
- Managed user profiles, permissions, and security settings to ensure data integrity and compliance.
- Salesforce platform administration tasks, including automations, reporting, dashboards, campaigns, integrations, security practices and functions.
- Provided training and support to end-users, ensuring they maximise the benefits of Salesforce.
- Building and maintaining comprehensive technical documentation

#### SALESFORCE ADMINISTRATOR | PSIAMS

June 2022 - Nov 2022

- Leveraged a solid understanding of the Salesforce product suite in order to validate key design options and present proposal solution designs and implementations.
- Collaborated with stakeholders to gather requirements and implement solutions that enhanced operational efficiency.
- Served as the central point of contact for Salesforce queries and managed support tickets.
- Managed administrative and operations tasks, this included operations such as configuring users, permissions, sales pipelines, validation rules, flow automations, objects, fields, reports and dashboards etc.

### RELEVANT PROJECTS

#### OUTREACH KAIA INTEGRATION | ARTSY

Sept 2023

- Led project discussions, executing technical configurations in collaboration with the Outreach support team, ensuring seamless implementation aligned with organisational objectives.
- Conducted comprehensive requirement gathering sessions, delivering tailored solutions that significantly enhanced outreach capabilities and transferred data.

#### SERVICE CLOUD INTEGRATION | ARTSY

March 2023

- Orchestrated Service Cloud discussions, aligning diverse team requirements to enhance customer service capabilities and operational efficiency by bridging technical and business needs.
- Developed Service Cloud's technical infrastructure in Salesforce, implementing automation, configuring workflows, and email-to-case to enhance operational efficiency and deliver a tailored solution for the customer service teams.