

Hannah Kim

Salesforce Business Analyst

City, ST 98765
email@example.com
(123) 456-7890
LinkedIn

CRM-focused analyst optimizing Salesforce environments

Certified Salesforce business analyst with 5 years of experience customizing Salesforce workflows, improving reporting, and training users. Proven track record of boosting adoption across marketing and sales teams.

Key Skills

- CRM optimization
- Salesforce Lightning
- Salesforce reporting
- User training
- Workflow automation
- Zapier integrations

Professional Experience

Salesforce business analyst

Bluetide Ventures | Seattle, WA | February 2021 - Present

- Designed automated workflows, reducing lead assignment errors by 90%
- Led rollout of Salesforce dashboard used by 50+ sales reps for real-time deal tracking

CRM analyst

MarketBridge Group | Seattle, WA | May 2019 - January 2021

- Migrated 3 legacy systems into Salesforce, standardizing data for 12 departments

Education

Bachelor of Science in Marketing

University of Washington | May 2019