# Christine Chapa

Certified Salesforce Advanced Administrator • Marketing Cloud Administrator
Certifications #2227293 & #17886379

---

christinechapa@gmail.com ✉

415.735.1414 ☎

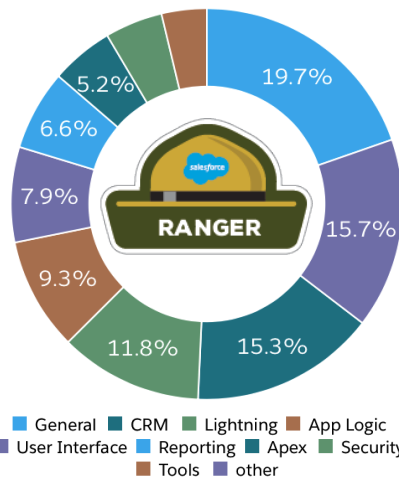@christinechapa 🐦

linkedin.com/in/christinechapa 💼

## About Me

I'm a Salesforce Administrator with 5+ years of experience in helping people use the platform to streamline enterprise business processes and interpret data. Helping teams use technology to improve their productivity makes me happy. I enjoy finding bugs, troubleshooting, and implementing solutions. My goal is to work with a quick, tech-savvy team where knowledge can be shared and gained. Sense of humor is a plus.

---

## Skills & Applications

| | |
|---|---|
| Apsona | Marketing Cloud |
| Community Cloud | Process Builder |
| Custom Reports | Sandbox Mgmt |
| Data Loader | Workflows |
| Demand Tools | Sales Cloud |
| Form Assembly | Service Cloud |
| Lightning (LEX) | Sharepoint |

**trailhead.salesforce.com/me/ christinechapa** 🏔 TRAILHEAD



- General 19.7%
- CRM 15.7%
- User Interface 15.3%
- Lightning 11.8%
- Tools 9.3%
- Reporting 7.9%
- Apex 6.6%
- Security 5.2%
- App Logic
- other

RANGER

## Experience

### Salesforce Advanced Administrator • Marketing Cloud Administrator
Congregation Emanu-El • February 2015 – Present

In-house expert for Salesforce features, integrations, and best practices. I support users on all levels (from administrative to C-level), evaluate third-party applications for use in our enterprise level Salesforce org, and build new features and functionality using Salesforce declarative development tools as needed. Highlights:

- Perform routine and basic administration, including: management of data security with profiles, roles, permission sets, queues, groups, and criteria-based sharing rules.
- Design, document, build, test and deploy systems enhancements from a Sandbox to Production, including: complex formula fields, field dependencies, validation rules, workflow rules and actions, approval processes, and reporting/dashboards.
- Manage Salesforce integrations with external systems and third party applications, including: vetting, installing, configuring, and managing the third party applications.
- Data quality management duties, including: data accuracy, de-duping, new data acquisition, and utilizing mass data migration tools (Demand Tools, Data Loader).
- Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization and need for automated scheduling of key KPI Reports.
- Train new hires and provide ongoing support to staff; Hold weekly Office Hours.

### Salesforce Administrator
Independent Consultant • July 2014 – Present

### Data Manager
B612 Foundation • March 2013 – July 2014

- Managed Department data including, entering donations, updating donor records, de-duping the database, and developing major donor opportunity pipelines.
- Created reports in for management with detailed financial information used for budgeting, cost analysis, and donation forecasting.

## Education

Bachelor of Science
Multidisciplinary Science
University of Texas at San Antonio
2004 - 2007

Bachelor of Science
University of Maryland
2002 - 2004

Dreamforce 2015, 2016, 2017

*Additional experience available at linkedin.com/in/christinechapa*