JULIAN MERCER

SALESFORCE ADMINISTRATOR

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PROFESSIONAL SUMMARY

Salesforce Administrator with 6+ years managing Sales Cloud and Service Cloud orgs for 300 to 1,500 users. Builds flows, validation rules, and reports that remove manual work and improve pipeline data quality. Partners with sales operations and IT on releases, security, and user adoption.

CORE SKILLS

Salesforce Flow | Sales Cloud and Service Cloud | Validation rules and page layouts | Reports and dashboards | Permission sets and security | Data Loader and data cleanup | CPQ basics | Copado and release management | Sandbox management | Duplicate management | User training and adoption | Jira integration | Requirements gathering

PROFESSIONAL EXPERIENCE

Senior Salesforce Administrator Apr 2023 - Present
DocuSign, San Francisco, CA

- Administer a Sales Cloud and CPQ org used by about 1,200 sellers, closing an average of 90 support tickets a month within a two-day SLA.
- Replaced 14 Process Builder automations with record-triggered Flows, cutting lead-routing delays from 40 minutes to under 5.
- Raised required-field completeness on opportunities from 71 to 94 percent through validation rules, page layouts, and rep coaching.
- Built an executive pipeline dashboard and 25 reports that replaced a weekly spreadsheet maintained by two analysts.
- Run sandbox-to-production releases through Copado with test classes and a release calendar, with no rollbacks in the past year.
- Lead quarterly permission set cleanups, reducing unused licenses by 85 seats and saving about $100,000 a year.
- Wrote a release-notes email and 10-minute training video for each quarterly update, keeping help-desk tickets about new features under 15 per release.

Salesforce Administrator Jun 2020 - Mar 2023
Veeva Systems, Pleasanton, CA

- Managed the internal Service Cloud org for the support team of 200 agents, tuning queues, entitlements, and email-to-case routing.
- Built case escalation flows with Slack notifications, helping the team meet first-response targets on 96 percent of priority cases.
- Trained 150 new users through live sessions and Trailhead-based learning paths, raising active daily logins by about a quarter.
- Cleaned and deduplicated 60,000 account and contact records with Data Loader and duplicate rules.
- Integrated the org with Jira and DocuSign using managed packages, with user acceptance testing before deployment.

Sales Operations Analyst Aug 2018 - May 2020
Cisco Systems, San Jose, CA

- Supported quarterly forecasting for a regional sales team by validating Salesforce opportunity data and preparing weekly roll-up reports.
- Created custom report types and dashboards for six managers, reducing ad hoc data requests to sales ops by half.
- Gathered requirements from account executives and submitted 40 enhancement requests to the Salesforce admin team.

EDUCATION

Bachelor of Arts in Business Administration, San Jose State University, San Jose, CA

CERTIFICATIONS

Salesforce Certified Administrator | Salesforce Certified Advanced Administrator | Salesforce Certified Platform App Builder