



SAMMI NGUYEN

Salesforce Sales Cloud & Marketing Cloud Consultant

ABOUT

With a passion for technology, business, superior customer service, and all things Salesforce, I have both the skill set and professional background necessary to dive deep into the Salesforce world. As an upbeat, self-motivated team player with excellent communication skills, I have over 15 years of experience in Information Technology, particularly with Salesforce Sales Cloud and Salesforce Marketing Cloud. I have played contributing and leading roles within teams involved in Salesforce Sales Cloud and Marketing Cloud implementations, as well as establishing successful relationships with implementation vendors. Additionally, I have successfully worked remote and on-site, engaging with clients on daily scrum meetings, as well as leading requirements gathering sessions. My detailed and thoughtful approach in project management, providing clear and concise updates to stakeholders, and always ensuring deadlines and budgets are met have allowed me to successfully build strong relationships with my clients. As a result, I pride myself in my ability to bridge the gap between IT and the business.

On my free time, I am a multimedia artist. I am also a Board Member of Barnsdall Art Center in Hollywood, CA. I firmly believe that my right, creative brain contributes in many advantageous ways to my day-to-day analytical work and vice versa. Having a well-rounded background has been essential in my success as a technical/professional services consultant as it has helped me to think more creatively for solutions that suit my clients' needs.

CORE QUALIFICATIONS

Salesforce Sales Cloud - 10+ years
Salesforce Marketing Cloud - 7+ years
Agile Scrum Master - 7+ years
Business Requirements Analysis - 15+ years

Data Analysis - 15+ years
Email Infrastructure Architect - 5+ years

EXPERIENCE

THIRTY3 CONSULTING GROUP

CEO/Principal Consultant | Sept 2019 - Current

CLIENTS: KonMari Media Inc., Capital Group, IMPRES Technology Solutions, Premier Lacrosse League, Corporate eWaste Solutions

- Provide guidance and comprehensive technical knowledge of Salesforce Sales Cloud and Salesforce Marketing Cloud
- Specialize in Salesforce Sales Cloud and Marketing Cloud implementation, optimization, and support
- Assist clients with capitalizing on their return on their Salesforce investment by identifying areas of opportunities and leveraging key functionalities that best suit clients' needs
- Identify, manage, and resolve issues related to Salesforce suite of products, while supporting day-to-day production environment from a technical perspective
- Experience with requirements gathering, technical standards and documentation
- Effectively translate and communicate technical requirements into well-designed solutions that meet the business' needs
- Scope accurate project estimates and delivery plans for project initiatives
- Create documentation and provide end-user training to support adoption
- Perform and support custom configurations and integrations with third-party middleware (Cvent, Blackthorn, Heroku)

CONTACT

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EDUCATION

BACHELOR OF SCIENCE BOSTON COLLEGE

2000-2004

Wallace E. Carroll School of Management
Finance & Operations Major

M.B.A. BOSTON COLLEGE

2009-2010

Wallace E. Carroll School of Management
Leadership and Strategic Operations, pursued full-time Fall 2009 – Summer 2010; on hold with four remaining courses to completion

CERTIFICATION

Certified Salesforce Administrator
Credential ID 20518804

OTHER EXPERIENCES

Barnsdall Art Center
Board Member

Equinox Gym
Fitness Instructor

CAPITAL GROUP VIA TRANSITIONS II, INC.

Salesforce Marketing Cloud Consultant | May 2015 - Sept 2019

- Migrated three Marketing Cloud business units from the old Enterprise 1.0 version to Enterprise 2.0 version as well as implemented three new business units
- Configured email data feed automations to third-party systems such as Adobe Analytics and Capital Group's data warehouse
- Implemented a more secure Marketing Cloud environment by creating custom roles that better-suited business needs and assigning users accordingly
- Developed website email entry forms within Marketing Cloud Microsites to capture new subscriber email addresses
- Implemented DKIM standards across all business units to ensure email deliverability to our 4M plus subscribers
- Keeping stakeholders and senior management abreast of system changes and enhancements which impact business users through concise communication

HARVARD BUSINESS PUBLISHING

Salesforce Administrator/Technical Lead & Agile Scrum Master | Mar 2011 - Apr 2015

- Facilitated scrum events such as grooming, sprint planning, retrospectives, daily stand-ups, etc. for a team of seven individuals remote and local
- Performed system testing including developing and executing test plans and test cases
- Identified patterns through reoccurring issues and make recommendations to eliminate repeated tasks
- Configured a Salesforce CRM instance from scratch for the Publicity department to manage over 3000 contacts and create reports based on region, market, industry, and field
- Salesforce CRM Administrator for the company overseeing five separate instances with over 500 users with varying configurations
- Worked with implementation vendors to assist with deployment of 3 of the 5 Salesforce instances
- Pulled data from a legacy Access database, cleansed data to ensure consistency and accuracy, and used dataloading software Jitterbit to insert data to Salesforce objects taking into consideration of the order of operation of data loading

DATA INTENSITY

Oracle EBS Functional Applications Manager | Jan 2008 - Nov 2010

- Managed deadlines, deliverables, budgets, and forecasts for projects worth upwards hundreds of thousands of dollars for over 20 enterprise-sized accounts from all over the country
- Managed and supported a team of 12 technical professionals dedicated to resolving Oracle Applications Functional issues
- Gathered requirements from business-oriented clients for reporting, functional support, and/or customizations related to ERP systems and provided guidance to meeting business objectives

DELL EMC

Solutions Business Analyst | May 2002 - June 2006

- Managed projects that address business needs with the intention to improve delivery excellence processes within the Technology Solutions Organization
- Designed, tested, and communicated to global managers an organization-wide web application used for measuring client project health status
- Communicated on a daily basis with internal Product Managers, as well as external CEOs, CFOs, and Finance Controllers from different vendors to obtain and provide information regarding royalties