



# SAMMI NGUYEN

*Technology & Platform Manager  
Salesforce CRM & Marketing Cloud Consultant*

## CONTACT

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🏠 Los Angeles, CA

## 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*

## CERTIFICATIONS

*Certified Salesforce Administrator  
Credential ID 20518804*

*Certified Salesforce Marketing  
Cloud Administrator  
Credential ID 22051663*

*Salesforce Heroku Training*

## OTHER EXPERIENCES

*Equinox Gym  
Fitness Instructor*

## ABOUT

With a passion for technology, business, and superior customer service, I have both the skill set and professional background necessary to manage and lead technical projects from start-up to enterprise level. As an upbeat, self-motivated team player with excellent communication skills, I have over 17 years of experience in Information Technology. I have played contributing and leading roles within teams involved in enterprise software implementations, as well as contributed to enterprise technical architecture and strategy to support customer lifecycle experience. I have overseen, expanded, and supported technical infrastructure of global companies on various platforms and technologies, as well as managed teams that support these platforms.

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, and wearing many hats.

On my free time, I am a multimedia artist, previously a Board Member of Barnsdall Art Center in Hollywood, CA up until 2021, and the founder and host of a virtual collective art group called "The Cut and Paste Club" with over 50 members across the country. 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, as it has helped me to think more creatively for solutions that suit my clients' needs.

## CORE QUALIFICATIONS

Project Management - 12+ years

Vendor Relationship Management - 12+ years

Agile Scrum Master - 8+ years

Business Requirements Analysis - 15+ years

Systems Integration Specialist - 5+ years

Data Analysis - 15+ years

Marketing Campaign Strategy - 5+ years

ERP Implementations & Upgrades - 8+ years

Tech Stack Architecture - 3+ years

Email Domain Experience - 6+ years

## EXPERIENCE

### THIRTY3 CONSULTING GROUP

*CEO/Principal Consultant & Implementation Specialist | Sept 2019 - Current*

**CLIENTS:** KonMari Media Inc., Capital Group, IMPRES Technology Solutions, Coastal Cloud Consulting, Second Front Systems, KVortex, Premier Lacrosse League, Corporate eWaste Solutions

- Provide guidance and comprehensive technical knowledge of Salesforce Sales Cloud and Salesforce Marketing Cloud to assist clients with full implementations and support post go-live
- Assist clients with capitalizing on their return on their software investment by identifying areas of opportunities and leveraging key functionalities that best suit clients' needs
- Completed 3 Salesforce CRM implementations and 3 Marketing Cloud implementations through requirements to deployment to support and maintenance phases
- Identify areas of opportunities to reduce redundancy of tasks and eliminate manual intervention through development and creation of system automations and notifications
- Experience with requirements gathering, technical standards and best practices, 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

## APPLICATIONS

Salesforce Sales Cloud

Salesforce Marketing Cloud

Heroku

Okta Admin

G Suite Admin

Amazon Web Services (AWS)  
Admin

Shopify

Wordpress

GoDaddy Domain Admin

ButterCMS

GitHub

Atlassian tools - JIRA &  
Confluence

Cvent

Blackthorn

AWS

Stripe

PayPal

Klaviyo

Vimeo

Google Analytics

Slack

Quip

Airtable

## KONMARI MEDIA INC.

*Contractor - Technology & Platform, Sr. Manager | Feb 2020 - July 2023*

- Managed and oversaw the entire tech stack of the organization with over 50 systems and processes as it relates to the various platforms that service creative, content, and marketing teams
- Created the company technical roadmap and strategy to ensure that the company's technical needs are met, including but not limited to improvements to the e-commerce site, consultant portal, customer service lifecycle, and community events
- Provided thought leadership as the technical lead and balance future-looking tech stack updates and short-term impacts
- Oversaw all technology operations and evaluated and executed plans according to established goals and company protocols
- Managed and helped leadership prioritize projects with development teams to execute designs, development, and testing alongside content writers and internal/external users
- Provided technical specs to creative and content teams to ensure asset and content delivery is in line with platform design/limitations
- Established IT policies and best practices, and review current systems to support business objectives with KonMari leadership

## CAPITAL GROUP

*Technical Marketing Consultant & SFMC Automations Specialist | May 2015 - current*

- Managed and executed the migration of three email marketing platforms from a legacy version to an updated version as well as implemented three new business units to support different needs from various departments
- Configured data automations to third-party systems such as Adobe Analytics and Capital Group's data warehouse for internal reporting
- 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 email standards across all business units to ensure email deliverability to their 4M plus subscribers

## 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
- 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

*Professional Services 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