

**EDUCATION****University of California at Berkeley***B.A., Architecture**May 2007***PROFESSIONAL EXPERIENCE****Waterfront Media, Brooklyn, NY***Revenue Analyst**August 2008 – Present*

- Created a Visualforce page, tracking in real time the sale status of unique-per-year custom packages, allowing Sales Development to see which packages were sold, outstanding, open, and conflicting with an already sold package.
- Formulated a more nuanced strategy minimizing the discrepancy between third party delivery and DFP/DSM buffering, recognizing the default buffer method was wasting inventory
- Using Salesforce Apex and SOQL (a Salesforce-specific, SQL-like query language), developed triggers and business logic to parse meaningful information; read DSM line item data to separated revenue types (media, custom solution, roadblock, email, sponsorship, etc) into different months that rolled up into the total revenue, making the pipeline a real-time one-click exportable excel file
- Incorporated a split revenue pipeline taking into account shared sales campaigns
- Developed classes and triggers in a controlled testing environment before deploying to production, assuring they functioned within Apex governors and limits
- Set field-level validation rules to mitigate human error and field-level security to control access to specific fields
- Reconciled monthly billing reports using various data sources; caught and fixed errors in line item placement, delivery, and human error, to save, prevent future loss, and recover large sums of money; reduced the discrepancy from about 10% to less than 5%, saving the company on average \$300,000 each month
- Recreated the existing Opportunity structure for a separate, newly acquired company pipeline with similar but unique business logics, triggers, and workflows
- Reconfigured the Insertion Order (IO) process within the overall sales process to better track, document, and locate important contract information, allowing multiple parties from different physical locations to easily access information; integrated Salesforce approval process to digitize the IO process, direct the flow of information and attention to the necessary end parties, and make accountable parties involved; documented and created work flow map of process
- Set up multiple system workflows that updated end users with relevant information; notification informing sales people, their planner, and vice president that an opportunity at a certain probability was set to begin and informing them to move it back it wasn't going to start soon, ensuring an accurate pipeline; notification informing client services and traffickers when a double signed IO was uploaded into Salesforce
- Integrated the sales and finance process of the credit check into the overall workflow; used DFP's credit controls to regulate line item reservations and Salesforce's notification workflow to inform the finance team of upcoming opportunities with clients of unknown credit status
- Served as business analyst and system administrator for the integration, configuration, customization, migration, testing, and training of Salesforce, DART for Sales Managers (DSM), and DART for Publishers (DFP)
- Collected detailed requirements from stakeholders, including sales people, sales planners, client services, ad operations, finance, and business intelligence, and reconfigured overall workflow to meet their needs
- Configured Salesforce, DSM, and DFP; improved business metrics by setting up custom fields, workflows, and triggers; compiled relevant data into one system (Salesforce) for easy information access
- Created line-item-based pipeline report based on DSM line item data, resulting in a more accurate monthly revenue distribution; used straight-lining method for alternate cases
- Assisted with data restructuring and cleanup effort; maintained data integrity across all three systems
- Trained users, fielded requests, led troubleshooting efforts, and optimized systems based on user feedback
- Worked with third-party developers (DoubleClick, Echo Lane) to test systems, discovering deficiencies, reporting defects, and requesting enhancements often affecting all third-party clients
- Wrote detailed user and system administrator guide

**L.F. O'Connell, Islip, NY***Junior Information Architect (Consultant)**October 2009 – November 2009*

- Reviewed web content of Notre Dame College, reorganizing it in a logical and efficient site map
- Created wireframes for new and existing pages of the site, documenting their specifications

**Mod01, Brooklyn, NY***Junior Information Architect (Consultant)**April 2009 – August 2009*

- Reviewed over 700 web pages of content of a college, reorganizing them in an easily understandable and navigable structure
- Created a page inventory of the web pages, defining the content structure a developer needed to re-create the website
- Categorized over 32,000 food items in a three-tiered classification structure for a diet tracking web program

**ADDITIONAL**

Cal Habitat for Humanity Member  
Lee F. Fallman Memorial Scholarship

2004 – 2005  
2006

**SOFTWARE**

Microsoft Office  
Microsoft Excel  
Adobe Photoshop  
Adobe Illustrator  
Salesforce  
Working knowledge of Salesforce Apex Code  
Working knowledge of Visualforce  
Working knowledge of SQL