

Justin Christopher **Pena**

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Professional Summary

Salesforce Consultant with extensive experience in designing and implementing customized Salesforce solutions that drive operational efficiency and business growth. Adept at gathering business requirements, configuring Salesforce platforms, and developing automation solutions to enhance user experience and streamline workflows. Skilled in data migration, system integrations, and user training to ensure seamless adoption. Certified Salesforce Administrator and Business Analyst with a strong background in business process optimization and CRM strategy.

Skills

- Sales Cloud & Service Cloud Implementation:** Deploying and configuring Sales Cloud to enhance CRM and support operations.
- Process Automation & Workflow Optimization:** Automating business processes using Flows, Workflow Rules, and Process Builder.
- Data Migration & Integration:** Handling data imports, ETL tools, and API integrations while ensuring data integrity.
- Business Process Analysis & Optimization:** Aligning Salesforce capabilities with business goals to drive efficiency and ROI.
- Reports & Dashboards Development:** Creating custom reports and dashboards for data-driven decision-making.
- User Training & Change Management:** Leading training, user adoption strategies, and ongoing Salesforce support.
- Agile & Scrum Methodologies:** Managing Salesforce projects using Agile frameworks for iterative development.
- Salesforce Security & Governance:** Implementing role hierarchies, permission sets, and data security best practices.

Experience

Independent Consultant 01/25 - Present

- Delivered end-to-end Salesforce consulting for 15+ clients across industries, tailoring CRM strategies to specific business needs.
- Spearheaded Salesforce implementations and managed services engagements, ensuring system scalability and adoption.
- Led CRM migrations from HubSpot and Pipedrive to Salesforce, optimizing data integrity and enhancing reporting capabilities.
- Designed and deployed custom Salesforce automation solutions using Flow and Process Builder to reduce manual workloads.
- Conducted thorough business process analysis to align Salesforce functionality with client operations, boosting ROI.
- Built custom dashboards and reports for sales, service, and executive teams, enabling real-time visibility and decision-making.
- Provided ongoing admin support and system audits, ensuring platform stability and adoption.
- Guided teams through change management and user training, supporting seamless transitions.

Salesforce Consultant | Hyperscayle 06/22 – 01/25

- Designed and implemented Salesforce solutions to optimize CRM functionality and user adoption.
- Partnered with lead architects to translate client needs into actionable Salesforce enhancements.
- Automated key workflows using Flows and Process Builder, reducing manual processing time and increasing efficiency.
- Led data migration projects, ensuring 100 percent data accuracy and seamless system transitions.
- Developed reports and dashboards to provide executives with real-time insights and performance metrics.
- Conducted system audits and performance tuning to enhance Salesforce efficiency and user experience.
- Developed and maintained custom objects, fields, and validation rules to meet business needs.
- Created user training materials and conducted workshops to drive adoption and best practices.

Senior Systems Analyst | Swan Energy Inc./ Nject Disposal LLC. 06/18 – 06/22

- Led the successful rollout of Salesforce across multiple departments, streamlining CRM operations and improving data visibility.
- Integrated the Five9 sales dialer with Salesforce, increasing call center productivity.
- Developed and implemented Salesforce dashboards, providing stakeholders with key performance insights.
- Automated recruiting and onboarding processes through ADP's Recruitment Module, improving hiring efficiency.
- Played a key role in the implementation of Wolfepak ERP, ensuring seamless integration with business systems.
- Transitioned manual processes into Salesforce, improving operational efficiency and reducing errors.

Education & Certifications

- BBA - Management Information Systems** - Sam Houston State University 2018
- AS - General Studies** - Houston Community College 2015
- Salesforce Certified** - Administrator | Advanced Administrator | Business Analyst
- HubSpot Certified** - Digital Marketing | Revenue Operations | Inbound Marketing