

ARMANDO FLORES

Director of Marketing | Sr Salesforce Administrator

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📍 Anaheim, CA / Remote

🌐 armando-flores.com

SUMMARY

Combining 10 years of marketing experience with 15 years as a Salesforce Administrator, I have a unique ability to bridge the gap between creative strategy and technical execution. I am a proven expert in Salesforce, proficient at configuring and managing systems to support robust marketing operations. From building targeted email campaigns and managing trade shows to provide creative input on advertising, I implement practical, tech-driven solutions that boost efficiency, drive growth, and deliver exceptional user experiences.

EXPERIENCE

Director of IT/Salesforce & Marketing

702 PILLARS

2023 - Present

Director of IT & Salesforce

- Managed the company's Salesforce instance (Sales Cloud, Service Cloud) from user management, integration, training, and data analysis.
- Launched Salesforce and Service Cloud
- Oversee on-boarding and training for all employees by creating custom training guides and videos
- Create and managed custom reports and dashboard for the executive suite.
- Managed users, created custom objects and apps
- Performed analytics on all data, continuously maintain and improve database
- Create custom reports and dashboards for management teams on all key metrics
- Developed automation workflows for company's processes to make departments more efficient
- Solve data issues by creating custom code and object to control all aspect of data collection and analysis
- Managed Microsoft accounts by creating profiles across entire company's workforce
- Implemented Microsoft exchange server and managed all email security and launching email to the company
- Participated in strategic road-map meetings to align Salesforce solutions with long term organizational goals

Director of Marketing

- Managed email campaign strategy and execution, ensuring clarity, grammar, and branded guidelines for all email builds
- Support the sales team on lead generation using workflows to streamline their sales process to increase efficiency by 15%
- Developed and executed PPC, email, media advertising, and social media campaigns with detailed analytics using Salesforce
- Created new company website with integrated analytics and Salesforce data
- Successfully analyzed data from various sources, using insights gained to refine marketing strategies that boosted engagement by 20%
- Implemented innovated cross-platform campaigns between email, event marketing, and online with internal teams to build nurture programs
- Develop company's sales collateral, product manuals, and business cards
- Code custom email templates for sales to use during outreach
- Led social media campaigns increasing engagement and boosting interaction through creative content strategies

ACHIEVEMENTS

- 🌐 **Website Redesign Success**
Successfully managed a complete redesign of multiple company's website, improving user experience and integrating Salesforce / Pardot
- 📊 **Event Success Metrics Implementation**
Developed new KPI tracking process for events, leading to a refined marketing approach to campaigns and improved successful metrics
- 📁 **Salesforce Administration**
Successfully managed 100 users with training. Create custom applications to make department more efficient. Deployed dashboards and reports to all department heads
- 📁 **Salesforce Process Streamlining**
Revamped Salesforce process, increasing operational efficiency by 35% through automation and integration improvements
- 🔗 **Project Managed Salesforce Implementation**
Led the implementation of new Salesforce across the company, completing the project in 4 months ahead of schedule and captivating content while using A/B testing
- 🔗 **Strategic Planning**
Excel in creating robust strategies, analyzing critical paths, and optimizing campaign plans to bring about positive outcomes
- 📊 **Data-Driven Improvement Strategist**
Improved marketing through rigorous data analysis and strategic implementation of insights

SKILLS

Data Analytics | Salesforce | Pardot | Trade Show Management | HubSpot | Lead Generation | Digital Marketing | Budget Management | Product Launches | SEO | Social Media Content | Content Creation | Sales Cloud | Marketing Cloud | Service Cloud | Project Management | Brand Management | PPC | Media Advertising | Email Marketing

ARMANDO FLORES

Director of Marketing | Sr Salesforce Administrator

EXPERIENCE CONT.

Director of Marketing / Sr Salesforce Administrator

TransAct Technologies

2020 - 2023

Sr Salesforce Administrator

- **Managed the company's Salesforce** instance (Sales Cloud, Service Cloud, Sales Engagement, Pardot) from user management, integration, training, and data analysis.
- **Oversee on-boarding and training** for all employees by creating custom training manuals and videos.
- Created custom objects to handle Marketing Requests and Project Management.
- Create and managed custom reports and dashboard for the executive suite.
- Developed and implemented workflows and automation rules to streamline the company.
- Integrated the following to satisfy the company's need: Pardot, Sales Engagement (HVS), Hubspot, PandaDoc, RingCentral, Asana, Custom Object Systems.
- **Supported sales team on lead generation** using work flows to streamline their sales process
- **Created sales process** using Sales Engagement to allow sales reps to create their own email process and track each engagement
- **Enhanced Salesforce platform, boosting team productivity by 20%** while elevating customer satisfaction
- **Streamlined data loading** using Data Loader and Validity, **reducing data errors by 15%** through effective Salesforce administration

Director of Marketing

- **Managed \$3M marketing budget**, optimizing spend across channels to achieve reduction in costs while maintaining leads and brand quality.
- Successfully launched 2 multi-million dollar products to the number one fast food restaurant in the USA, and **reaching 70% market share**.
- Developed and executed email, PPC, Google Analytics, media advertising, and social media campaigns with detailed analytics using Salesforce Business Analytics
- **Managed all 50+ trade shows**, including international expos. From conceptual to final design. These events were completed on time and on budget.
- Created and managed all global marketing campaigns through Pardot and Hubspot
- Managed cross-channel marketing campaigns, coordinating between PR, online, and event marketing, **increasing overall campaign effectiveness by 30%**
- Implemented a data-driven approach to marketing, utilizing analytics to refine strategies and **achieve a 15% improvement in marketing campaigns**
- Created company's new website along with integrating Salesforce and Pardot to gather leads

Marketing Manager / Salesforce Administrator

TransAct Technologies

2016 - 2020

- Spearheaded the company's Salesforce ecosystem (Sales Cloud, Service Cloud, Sales Engagement, Pardot) from conception to execution
- Owned the entire life cycle, encompassing integration, training, data analysis, and continuous improvement
- Bridged the gap between marketing and project management by creating a custom "Marketing Portal" object in Salesforce
- Managed all PPC, email, media advertising campaigns by maintaining within the budget
- Created and managed all global events and trade shows

TRAINING / COURSES

Udemy Academy

Salesforce Association Admin

Salesforce Inc.

Salesforce Association Admin

ATTACHMENT

Letter of Recommendation

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PASSION

♥ Data-Driven Marketing

Passionate about leveraging data and analytics to inform marketing strategies and improve business outcomes

🔗 System Administration

I'm passionate about using software like Salesforce to solve complex business challenges and optimize system operations. My expertise in coding, web design, and analytics allows me to create seamless, efficient solutions that drive company-wide success.

EXPERIENCE CONT.

Marketing Specialist / Salesforce Administrator

TransAct Technologies

2012 - 2016

- Managed the company's Salesforce by supplying reports and dashboards to upper management on related leads, opportunities and all relevant revenue details. Handled creating and managing all users along with training all users. Managed all trade shows and company's marketing department objectives.

REFERENCES

- View at www.armando-flores.com

PORTFOLIO

- View at www.armando-flores.com

PROJECTS

- Website Design**

transaact-tech.com
702pillars.com

- Salesforce**

Created custom Marketing Object to handle marketing requests with automation workflows

Integrated Einstein Business Analytics, Pardot, Pandadoc, Sales Engagement along with training the users

- Marketing**

Designed and built custom trade show booth globally while meeting deadlines and budget

Launched product to #1 hamburger restaurant to increase market share to 70%

October 27, 2024

To Whom It May Concern:

I write this letter in recommendation for Armando Flores.

Armando worked for in our Salesforce and marketing department at TransAct Technologies while I was CEO. He was the only Salesforce Administrator and Director of Marketing who worked in most areas of our company's marketing department. He was excellent.

As a Salesforce Administrator and Director of Marketing, Armando contributed to marketing communications by writing press releases for targeted media, helping to set up and manage many trade shows, and worked on product message and marketing materials to attract customers.

He also worked with social media, setting up and monitoring our accounts with Twitter, Facebook, and various other social media sites. In this capacity, Armando was our social media presence online. He coordinated with other employees in the company to meet customer needs.

I enjoyed working with Armando. He was eager to learn new areas of marketing and did an excellent job of expanding our marketing efforts to social media. He also managed our salesforce implementation and activities. He also created executive level reports and dashboards for me and my team. Armando managed all aspects of our Salesforce platform.

A team player, Armando worked well with his colleagues in marketing. He managed his time divided across many responsibilities; he balanced competing needs with professionalism.

Armando was known to return from trade shows with information on hundreds of potential customers for the sales department to contact for follow-up.

I recommend Armando for any position that will draw upon his skills and his proven record of contribution to marketing. He was a remarkable colleague and contributor.

Best Regards,
Bart Shuldman
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