

Juan Victoriano

New York, NY | +1-646-737-4915 | jvictoriano410@gmail.com

Summary

Certified Salesforce Administrator with over 10 years of hands-on experience optimizing enterprise Windows and Linux servers. Proficient in maximizing Salesforce functions, automating workflows, enhancing customer engagement, and improving data reporting. Adept with Service Cloud, Education Cloud, and integrating with ERP systems. Driver of user adoption, providing training, and collaborating with cross-functional teams implementing data-driven solutions.

Experience

School of Visual Arts

Feb 2020 - Present

Salesforce System Administrator & IT Project Administrator

New York, NY

- Administered and optimized several Salesforce orgs, supporting over 200 users across Service Cloud, Sales Cloud, and Marketing Cloud, ensuring seamless student lifecycle management and operational efficiency
- Led implementation and continuous enhancement of Salesforce EDA, integrating SIS and LMS systems for unified student data and reporting
- Designed and maintained scalable workflows, approval processes, validation rules, and custom objects to meet dynamic institutional requirements and compliance standards
- Planned and implemented the rollout of Chat for support agents in Service Cloud, reducing case resolution time and enhancing student self-service capabilities
- Provided end-user training and support on Salesforce functionality, leading to increased user proficiency and reduced support requests
- Collaborated cross-functionally with Enrollment, Academic Affairs, and Intake teams to implement Data Cloud for unified, real-time student profiles and personalized engagement strategies
- Integrated external ECM to optimize Org performance by purging records per retention rules, significantly expanding file and data storage capacity
- Secured data/metadata by syncing Salesforce with a SaaS product, scheduling regular backups, and safeguarding customer records
- Managed large-scale data migrations, sandbox management, and deployment strategies using Change Sets, Data Loader, and Import Wizard, improving system efficiency and reliability
- Utilized PowerShell scripting for enterprise server optimization, enhancing server performance and reducing downtime
- Developed Linux shell scripts and managed Docker containers on web servers, improving system efficiency and reliability

School of Visual Arts

Jun 2013 - Feb 2020

Technical Support Specialist

New York, NY

- Provided first-line IT support, resolving network, desktop, and software issues for all users
- Enhanced support efficiency by optimizing processes and documenting knowledge-base articles, resulting in faster issue resolution and improved team productivity
- Collaborated with engineers to streamline network and server troubleshooting, enhancing uptime and reliability
- Worked with desktop support manager to lead enterprise computer rollouts

Skills

- Automation, SOQL, Data Management, Reporting and Analytics, Flow, Visualforce, User Management, Apex Triggers, SaaS Integration, Server Scripting, Embedded Services, Lead Capture, Windows Server, Linux, Bilingual

Education

DeVry College of New York

Jun 2013

Bachelor of Professional Studies, Computer Information Systems

New York City, NY

- **GPA:** 3.58
- **Achievements:** cum laude
- **Coursework:** Web Development and Administration

Certification

- **Certified Salesforce Administrator:** Credential ID 4167614