

# CLARA RHOADES

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## summary

Creative, methodical certified Salesforce Administrator and data professional with 4+ years' experience administrating instances of 15-300 users. Committed to maintaining cutting edge technical skills and up-to-date industry knowledge across Salesforce suite. Expertise in project, personnel management and individual contribution in communications, database management, and data analytics and visualization. Superior process-coordination skills. Affable, liberally educated, dedicated to excellence.

## experience

- 2023 - **SALESFORCE SYSTEMS ADMINISTRATOR II, THE MISSION CONTINUES** *Baton Rouge, LA*  
*present*
- Salesforce database specialist at veteran support nonprofit serving over 40 cities. *remote*
  - Leveraging data to expand organization to five new cities in 2023.
  - Managing database configuration projects, including gap analysis and stakeholder management.
  - Creating dynamic Salesforce and Excel reports and dashboards to monitor cross-domain KPIs and enable informed, strategic decision-making and increased organizational efficiency.
  - Marketing Cloud implementation, change management, Salesforce integration, and data management.
  - Strategic communicator between technical and non-technical stakeholders for system design, usability.
- 2021 - **SYSTEMS DIRECTOR, NEW SCHOOLS FOR BATON ROUGE** *Baton Rouge, LA*  
2023
- Certified Salesforce Administrator and cross-functional project manager at educational reform nonprofit managing three direct reports.
  - Creating in-depth Salesforce and Tableau dashboards containing cross-domain data visualization for company and partners to execute informed, high-stakes decision-making to leverage limited resources while delivering ideal product.
  - Utilizing the power of Salesforce to ultimately support \$30M+ in fundraising in fewer than three years.
  - Accomplished 200% increase in community utilization of key Salesforce Experience Cloud.
  - Responsible for leveraging data to drive increased efficiency, outcomes, and impact in information systems, fundraising, communications, and operations.
- 2020 - **SYSTEMS MANAGER, NEW SCHOOLS FOR BATON ROUGE** *Baton Rouge, LA*  
2021
- Project manager responsible for successful launch of three full-scale websites and development strategy supporting \$17M in fundraising.
  - Salesforce database infrastructure planning, creation, management, and team-wide adoption.
  - Cross-functional analyst responsible for collection, cleansing, and visualization of medium data sets.

## volunteer experience

- 2022 - **SALESFORCE ADMINISTRATOR, FAMILIES HELPING FAMILIES** *Baton Rouge, LA*  
*present*
- Database architecture and optimization, data management and visualization

## certifications and continuing education

- Salesforce Admin Certification ID 21677566
- SQL Basics Certification, DataCamp
- Introduction to Computer Science & Programming using Python, MIT via edX
- Google Data Analytics Professional Certificate
- Build a ChatGPT Chatbot for Your Data, Maven
- ChatGPT Certification Bootcamp, Simpliv Online
- High School Valedictorian

## education

**ST. JOHN'S COLLEGE** *Santa Fe, NM*

*BA, Double major, minor: Philosophy, History of Math and Science; Comparative Literature, Classics. 2019.*

- First student in College's history to successfully author and publicly defend, before a panel of experts, two senior theses, each requiring a year-long research endeavor.
- Great books education of primary source seminars, including presenting and explicating mathematical propositions of Apollonius, Newton, Einstein, et al.

## interests

amateur body-builder | meta-learner | science fiction