

# Jenny Tran

tranmyjenny@gmail.com | 916.600.7513 | www.jennytran.net

## SKILLS

- **Salesforce.com:** Sales Cloud, Service Cloud, Data Loader, AppExchange, Apttus CPQ/CLM, InsideSales.com
- **Business Analysis/ Project Management:** Requirements Analysis, Requirements Gathering, User Stories, Use Cases, Business Process Improvement, UAT, End-user Training, Release Management, Change Management, Agile Scrum, Software Development Life Cycle (SDLC), Traditional Methodologies, Small to Large Scale Enterprise Projects, MS Office, MS Project
- **Languages:** HTML (Advanced), CSS (Intermediate)
- **Other:** Search Engine Optimization (SEO), Content Management Systems (Joomla, WordPress), Google Webmaster Tools, Web Design, Adobe Photoshop, Cross-functional Team Leadership, Customer Service

## CERTIFICATIONS

- Salesforce.com Certified Administrator (ADM 201) (Aug. 2015)
- Training Completed: Salesforce.com Advanced Administrator (ADM 211)
- Certified Scrum Master (Mar. 2013)
- Associate's Certificate in Business Analysis (Aug. 2013)

## EDUCATION

Bachelor of Science in Business Administration, Management Information Systems  
California State University of Sacramento (2007-2011)

## LANGUAGES

Fluent in English and Vietnamese

## INTERESTS

Photography, bowling, tennis, golf, hiking, snowboarding, personal and career development, leadership, helping others, web design, social media

**LinkedIn:** linkedin.com/in/jennytran

**Website:** www.jennytran.net

**Twitter:** twitter.com/jennytran

**Google:** google.com/+jennytran25

## SUMMARY

With 6+ years of Business Systems Analyst and Project Management experience, I have developed deep analytical and problem-solving skills coupled with a strong understanding of business enabling technology. My strengths include bridging the gap between the business and technical team, building strong cross-functional partnerships, and ensuring alignment on strategic business goals and roadmap. Whether its systems, people, product, or technology, my intention is to make continuous improvements, optimize customer experience, and drive quality results.

## EXPERIENCE

### WORKDAY

#### **Salesforce.com Business Systems Analyst, Sales Ops (Oct. 2015 – Present)**

Support all Sales Systems related initiatives, projects, and day-to-day operational needs for a 700+ Global Sales organization including Sales Leadership, Field Sales, Sales Development, Sales Training and Enablement, Sales Analytics, Deal Desk, Renewals and partner with Legal Finance, and Services to execute sales strategy and business needs.

- Work closely with IT CRM Product Owners, Salesforce Developers, and System Admins to prioritize backlog, resolve complex production issues, and deliver quality system enhancements from requirements to post-deployment in Sprint cycles.
- Build strong partnership with cross-functional teams to develop, maintain, and own Sales Ops roadmap and groom request backlog to address process and system inefficiencies, resulting in quick wins, transparency and increased team collaboration. Delivered over 30 large system enhancements and projects within 8 months.
- Act as Project Manager and lead multiple formal end-to-end project implementations from new Sales Development tools to Salesforce AppExchange application upgrades.

### CHEVRON

#### **Salesforce.com Business Systems Analyst, IT Ops (Jan. 2015 – Oct. 2015)**

Certified Salesforce Administrator and Business Systems Analyst and managed system requirements from definition to post-deployment supporting a multi-million dollar business in a multi-org environment utilized by 3000+ global business users (North America, Latin America, APAC, EMEA). Supported Sales and Service Cloud (i.e., managing users, roles, profiles, security access, page layouts, workflows, dashboards, and reports).

- Partnered with business users and Salesforce developers to identify and recommend Salesforce features for Sales and Service Cloud to increase efficiencies and revenue for Sales and Services teams.
- Researched and delivered 4 AppExchange implementations (i.e., Agile Accelerator, RingLead, Chatter Dashboard, Marketo Sales Insight for SF1), 2 Salesforce add-on features (i.e., Live Agent Chat, Duplicate Management), and worked with Salesforce Developers to develop 7 custom solutions in 7 months.
- Defined and documented existing business processes (as-is and to-be), develop process diagrams and simple data flow diagrams.
- Continued to identify gaps and execute on process and system improvements.

#### **Business Systems Analyst, IT Ops (Jun. 2011 – Dec. 2014)**

Managed an in-house pricing decision business application by leading a global team of engineers, QAs, BAs, and worked with relationship managers to ensure user experience optimization and roadmap deliverables and milestones are met.

- Gathered and prioritized business requirements, created functional specifications and user stories, assigned work and ensured on-time development, coordinated UAT, and responsible for overall success of backlog. Responsible for change and release management process.
- Provided quality service to users by reducing inefficiencies resulting in overall annualized benefits of 74% reduction of critical incidents, \$300K cost savings, 60% reduction of high/medium incidents in 1 year.
- Facilitated daily scrum calls, sprint planning meetings, sprint retrospective meetings, removed impediments, and delivered communications to key business partners and stakeholders to ensure transparency and alignment with ongoing Sprint goals.
- Quickly gained business and domain knowledge and became most sought out subject matter expert to answer business questions and help resolve internal inefficiencies.

### **Project Manager, Small to Large Scale (Enterprise)**

- Key contributor of a multi-million dollar large-scale roll-out project deployment from legacy ERP to SAP for 5 global countries, developed documentation and trained global end-users.
- Deployed technical migration project from legacy middleware to SAP PXI that increased system reliability, performance and quality, reduced critical incidents, and improved end-user experience.
- Partnered closely with other project managers to ensure successful completion of projects and milestones are met; tracked internal team project plan to ensure alignment with larger project scope.
- Prepared cutover plan and contingency plan to mitigate all potential risks to the current system design and communicated plan to senior level managers.

### **Project Manager, Vendor Mobile iOS App**

- Managed cloud-based mobile app (iOS) end-to-end project, enabling the ability to enforce phone policy controls and eliminate distractions while driving for business unit for 200+ users.
- Developed project plan using MS Project to manage and monitor timeline and budget through all five SDLC phases through analysis, design, build/develop, testing, and support operations.
- Developed training material and partnered with vendor to conduct pilot testing kickoff event and end-user training for 33 participants and 3 senior level executives.
- Ran survey to gather user feedback and report metrics to project team, key stakeholders, and senior management.
- Met with cross-functional teams (legal and procurement) to ensure legal and vendor purchasing requirements are met and information risks are mitigated.
- Developed support model alternatives and provided recommendation to ensure long-term consideration for centralized support.

## **FREELANCE WEB DESIGNER**

### **[www.jennytran.net](http://www.jennytran.net)**

Started my own business providing website design services, established and maintained over 20 client relationships (small business and non-profits) from initiation through launch of website projects.

- Configure content management systems (i.e., Joomla and WordPress), and customize templates based on user needs using HTML and CSS.
- Successfully developed strategies to increase online search results using Search Engine Optimization (SEO) techniques and social media integration/API feeds (Twitter, Facebook, Flickr) to increase social media presence.
- Recognized for being responsive to user requests in resolving bug fixes and continues to find ways to deliver enhancements that increase business revenue.

## **STATE OF CA, OFFICE OF THE INSPECTOR GENERAL**

### **Intern, Lead IT User Support (Oct. 2007 – May 2011)**

- Assisted IT department with 150+ end-user support, new user setup, and delivered internal application user training.
- Gathered, prioritized, and executed internal and external website HTML and CSS change requests.

## **CYBER ELECTRONIK, INC.**

### **Intern, Digital Media Assistant (Feb. 2010 – Oct. 2010)**

- Assisted, liaised, and coordinated website changes such as bug fixes and graphic design user requests with team of 6 UX designers and engineers on Drupal and e-Commerce websites.
- Leveraged SEO techniques such as making optimized content updates using keywords, URL fixes, and updating header tags to increase search results.
- Helped develop strategies for local businesses and social media marketing campaigns to achieve strong visible social media presence (maintained tweets through TweetDeck and Facebook posts).