

Christina Lytle

Salesforce Professional

530-306-2545 | christina.lytle17@gmail.com | Phoenix, AZ

www.christinalytle.com

Salesforce Certifications

- Salesforce Certified Administrator
- Salesforce Certified Platform App Builder
- Salesforce Certified Nonprofit Cloud Consultant

Professional Experience

Salesforce Solution Consultant

beyond the horizon | remote | June 2022 – April 2024

- Designed, implemented, and optimized flows, Apex, custom objects, fields, and UX components to enhance the functionality and user experience of managed packages and implementations to nonprofit organizations with revenue ranging from \$5M to \$50M.
- Part of the development team developing and maintaining a managed package on the Salesforce platform for quarterly releases, leveraging CumulusCI for continuous integration and deployment processes.
- Established, managed, and maintained third-party systems and their integrations, including Apsona, [Goodworld](#), and Marketing Cloud. Allowing donors to give online and have their donation go straight into Salesforce where end users can report and send out acknowledgments.
- Performed manual testing and wrote Apex unit testing to resolve issues to ensure stability and performance.
- Provided hands-on configuration, customization, documentation, and training for post-implementation support.
- Led Women in Tech Affinity Group.

Business Analyst

The Phoenix Symphony | Phoenix, AZ | May 2021 – September 2021 (contract)

- Contracted as a CRM expert to analyze and create a plan for better reporting, data entry, and email integration of their CRM software.
- Established a manual and trained several employees on using system more effectively.
- Developed reports to track donors and ticket buyers.

Fundraising Database Manager

Arizona School for the Arts (ASA) | Phoenix, AZ | July 2016 – October 2020

- Customized CRM database (eTapestry) to track 700 new pledges every year to raise the goal of \$900,000 each school year with a department of two.
- Created custom reports for the CEO and Board of Directors summarizing donations each month, how close the department was to its fundraising goal, gifts received by grade level, and the percentage of parents who donate to the school.
- Managed day-to-day operations of the Annual Giving program, including donation reminders and receipts, and newsletters via Constant Contact.

Skills

Salesforce: Flows, Apex, SOQL, SOSL, Data Management, CumulusCI, Third-Party Integrations, Permissions/Security, Custom Objects/Fields Management, Lightning App Builder, Approval Processes

Software Development: JavaScript, HTML/CSS, Bootstrap, VSCode, Git/GitHub, Jira

Education

[ASU Salesforce Developer Academy](#)

Arizona State University
Tempe, AZ
2022

Certificate | [Back End & Front End Software Development](#)

GateWay Community College
Phoenix, AZ
2020 – 2021

MFA | Performing Arts Administration

Southern Utah University
Cedar City, UT
2016