

John W. Sterni

114 W Sonoma Ave. Stockton, CA 95204
phone: 213-925-7881 | **email:** john@sterni.net

Over 15-years of experience in higher education and private company working in a dynamic, goal oriented positions which utilizes my project management, business analytics and problem solving skills. Salesforce administration and developer who is able to use my understanding of business processes and apply Salesforce's and 3rd party applications and integrate them into existing IT systems. Proficient in troubleshooting business units needs and developing solutions and bringing legacy business processes and tools into Salesforce.

Personal Highlights

- Analytical skills
- Demonstrated ability to lead and inspire a team
- Outstanding communication and interpersonal skills
- Flexibility to develop, architect and implement new projects from scratch.
- Passionate constituent advocacy
- Knowledge of marketing principles, brand and service management
- Deep understanding of changing market and technology dynamics
- Entrepreneurial spirit

Employment History

TargetX – Oakland, CA & Philadelphia, PA - Implementation Consultant May 2017–Current

Primary Responsibilities:

- Customize TargetX's product(s) in client Salesforce instance, including configuration of event management, email, data architecture, security settings, and data migration/integration and any custom CSS/APEX changes made onsite.
- Ensure successful projects by executing implementation tasks according to client requirements and within determined deadlines.
- Manage implementation tasks across the multiple client and internal projects
- Work with stakeholder to understand the product implementation requirements from the business and technical aspects before, during and after onsite implementation.
- Problem-solve any onsite issue with implementation or develop project plan for additional programming and development work and document any client specific customizations.
- Update implementation templates and issues to incorporate lessons-learned changes to enhance product
- Held online training session before and after implementation visit to maximize onsite time to successfully implement clients.

University of the Pacific - Stockton, CA - Constituent Relationship Management (CRM) Systems Analyst/Manager, Enrollment Management/Admission, Oct 2013–current

- Implemented and Configured institution's Salesforce/CRM for 120+ users.
- Collaborated, Implemented and managed multiple 3rd party Higher Education integrations (Document Imaging System, Student Information System, etc.) with-in and across divisions of the university.
- Developed data management efficiencies leading to a saving of 6 months of manual data entry.

- Completed organizational onboarding of over 10 departments/offices across the university and remote campus locations.
- Implemented automated communication workflows for prospective students saving 2 hours of administrative work per day.
- Created actionable dashboards and daily reports for VP's and external vendors.
- Monitored performance and implement corrective measures based on business needs.
- Training Salesforce users in application functions, reporting and dashboards.
- Developed internal CRM support team.
- Engage with all levels of organization (Technical Admins to C-Level Executive) and tailor the conversation as needed.
- The university's "CRM Guru".

University of the Pacific - Stockton, CA - Web Manager,
Enrollment Management/Admission, Jan 2007–Oct 2013

- Technical and content manager of content, online forms, web applications for the Undergraduate, Graduate and Pharmacy Admission Offices, Financial Aid and University Registrar.
- Communication committee chair that was in charge of overseeing communications within the Office of Admission. (Print/Web/E-mail).
- Committee core-member for mobile, portal and web site presence and strategy, including implementation of the university's web content management system (CMS).
- Developed, managed and improved web applications for an online event registration process for all visitors, events, inquiry forms, application, scholarships and online portal.
- Managed and analyzed web analytics for division to evaluate target constituents and make improvements to the content and architecture.
- Developed strategy created initial social media accounts for targeting prospective students.

University Of Southern California - Viterbi School of Engineering – Los Angeles, CA
IT manager/Webmaster, March 1999 – Dec 2006

- Designed, managed and deployed research centers for department's web, file servers and web-based email systems
- Designed and managed web sites for external research projects, conference technology promotion and other clients, including web sites for NASA Ames Research Center, JPL and The Boeing Company.
- Designed information technology architecture for research project, including hardware and software selection of GIS and data Visualization software
- Developed and deployed online web-based patent tracking and searching tool..
- Integrated legacy database (Filemaker) to MSSQL for enterprise reporting.
- Deployed internal and external research center's intranet site for management of reports, presentations, employee documents and internal blogging and discussion.
- Served as liaison with service providers and university IT department.
- Aided in the design and deployment of an online catalogue of intellectual property.
- System administrator for department's database, web and file servers. Deployed web-based email system.
- Authored market assessment reports evaluating the commercial potential of NASA technologies.

Skill Summary

- Software tools and languages: MS Project, Excel, Word, PowerPoint, Dreamweaver, Photoshop, HTML, ASP, JavaScript, CSS, XML, XSLT, VBScript, jquery, Salesforce Sales Cloud, SOQL,

TargetX CRM, Informatica, Demand Tools, Conga, Ellucian Banner (Student, Admission, Recruitment and Advancement Modules), Ingeniux Web site CMS, SQL, MSSQL, PHP/MySQL.

- Knowledgeable in project management tools, processes and techniques.
 - Project Management: Agile and Waterfall Project Management methodologies.
 - Project Lifecycle: Requirements Analysis, Scheduling, Testing, QA/Validation, Support
 - Project Leadership: Cross-Department/Functional oversight, Team Building, Mentoring, Client Communication, Vendor Management.
- Skilled at presenting abstract and technical content in a clear, understandable way to diverse audiences.
- Strong communication, inter-personal, and presentation skills.

Education/Certifications

- Salesforce.com Certified Administrator, July 2016
- California Engineering-in-Training (EIT) Certificate Mechanical Engineering, June 2002
- University of Southern California (USC), Los Angeles, CA Major: Mechanical Engineering Bachelors of Science, Dec. 1999
- San Joaquin Delta College, Stockton, CA General Ed, Aug 1992 - May 1995

Other Notable Education/ Conferences

- Salesforce Dreamforce Annual Conference 2013-2016
- Salesforce.org Higher Ed Summit 2014-2017
- TargetX Summit 2013-2016 (Presenter 2014,2016,2017)
- HigherEd Web Annual Conference 2008-2010
- CommonApp Annual User Conference 2008-2010
- CollegeNet User Conference 2008-2010
- Ingeniux User Conference 2008-2010
- National Association of Broadcasters (NAB) member and Digital Production. 2002-2005
- Association of Computer Manufacturing SIGGRAPH conference member workshops & seminars. 1999-2005