

John W. Sterni

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Over 15-years of experience in higher education working in a dynamic, goal oriented positions which utilizes my project management, business analytics and problem solving skills. University's Salesforce expert who is able to use existing Salesforce applications and integrate them into existing Higher Ed systems. Proficient in troubleshooting business units needs and developing solutions and bringing legacy business processes and tools into Salesforce.

Highlights

- Salesforce technical/functional administration lead.
- Understanding of Higher Education organization structure, business workflows and process.
- Monitoring performance and implement corrective measures based on business needs.
- Overseeing & managing multiple 3rd party Higher Education integrations (Document Imaging System, Student Information System, etc.) with-in and across divisions of the university.
- Training Salesforce users in application functions, reporting and dashboards.
- Developing Salesforce internal CRM support team.
- Ability to develop, architect and implement new projects from scratch.
- The university's "CRM Guru".

Employment History

University of the Pacific - Stockton, CA

Constituent Relationship Management (CRM) Systems Analyst/Manager,
Enrollment Management/Admission
Oct 2013–current

- Configuration of Salesforce/CRM for enterprise-wide implementation for over 120 users.
- Collaborated, developed and implemented several enterprise-level 3rd party integration applications with Salesforce.
- 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.
- Provided solutions for ease of use in data entry and reporting.
- Created actionable dashboards and daily reports for VP's and external vendors.

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.

San Joaquin County Mental Health Services - Stockton, CA

Systems Analyst II

Oct 2006 - Dec 2006

- Integrated legacy VAX/VMS system to MSSQL server and developed stored procedures in MSSQL for enterprise data reporting.
- Developed calendar web application with ShareCare client management tools & billing software.
- Fielded troubleshooting question with legacy VAX/VMS system, including configuration, backup and recovery.

University Of Southern California - Viterbi School of Engineering – Los Angeles, CA

IT manager/Webmaster

July 2001 – Dec 2006

- Designed and managed research center's websites and online collaboration tools.
- 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.
- Managed and coordinated GIS tools for research unit, including mapping, analysis, data collection maintenance and hardware/software purchases.
- Deployed online web-based patent tracking and searching tool.
- Implemented internal blogging software for project managers for collaboration and reporting.
- Integrated legacy database (Filemaker) to MSSQL for enterprise reporting.
- Deployed research center's intranet site for management of reports, presentations and employee documents.

National Network for Technology Entrepreneurship & Commercialization (N2TEC) - Los Angeles, CA

IT manager/Webmaster

Jan 2001 – Feb 2006

- Deployed collaboration environment software (Microsoft SharePoint) across 5 institutions and universities.
- Collaborated with outside vendors in developing data visualization tools (Groxis).
- Deployed video streaming server for online tutorials and demos.
- Managed center's web site, intranet content and web applications.

University Of Southern California - Viterbi School of Engineering - Los Angeles, CA

Project Specialist

Dec 1999 – Jun 2001

- 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

- Computer skills include: 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 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

- 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 2013-2015
- Salesforce.org Higher Ed Summit 2014-2015
- TargetX Summit 2013-2015 (Presenter 2014)
- 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