

Codell L. Jackson

Salesforce Administrator | Automation Specialist

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Professional Summary

Salesforce Administrator with 4+ years of experience and 5 active platform certifications, specializing in Flow-based automation, release management, and scalable data architecture. Proven expertise in architecting sophisticated Flow-based solutions that modernize legacy processes and improve cross-departmental efficiency. A strategic partner to stakeholders, adept at translating intricate business requirements into high-performance platform enhancements while maintaining enterprise-grade security and data integrity.

Certifications

[Salesforce Certified Platform Administrator](#) | [Platform App Builder](#) | [Business Analyst](#) | [AI Associate](#) | [Education Cloud Consultant](#) | Salesforce Certified Platform Administrator II (In Progress) | CompTIA A+ | CompTIA Network+

Technical Proficiencies

Administration & Automation: Flows, Sub-flows, Process Builder, Validation Rules, Reports, Dashboards, Permission Sets, Page Layouts, Record Types, Email Actions

Salesforce Certified Platform Administrator II (In Progress): Expanding expertise in advanced Salesforce administration, including security and access management, automation, data management, reporting, dashboards, and scalable platform best practices.

Technical Depth & Platform Extensibility: Completed formal Apex training (triggers, classes, SOQL, test methods) to strengthen low-code/pro-code decision-making as an Admin. Familiar with VS Code, Scratch Orgs, GitHub, DLRS, Change Sets, and DevOps fundamentals.

EDA & Functional Areas: Campaign Members, Affiliation Management, Program Enrollments, Education Data Architecture (EDA) platform optimization

Soft Skills: User Support, Requirements Gathering, Documentation, Training, Cross-Team Collaboration

Professional Experience

Salesforce Administrator | Georgia Tech – Atlanta, GA | May 2022 – Present

- **Process Automation:** Automated application follow-up and core business processes across 5 departments handling 500+ monthly applications, deploying 20+ Flows and Sub-flows that eliminated manual outreach and improved cross-departmental efficiency for 30+ users.
- **Release Management & DevOps:** Managed the end-to-end deployment lifecycle using **Copado** and **Azure DevOps** to migrate metadata and configurations between sandbox and production environments, ensuring environment alignment and minimizing deployment errors.
- **Scalable Communications:** Developed enterprise-grade Email Action solutions to replace legacy alerts, enhancing system performance and communication flexibility.
- **Data-Driven Insights:** Designed 8 executive dashboards and 24 custom reports across 4 teams, delivering weekly visibility into pipeline activity and deposit trends to support data-driven leadership decisions.
- **Stakeholder Collaboration:** Partnered with cross-functional business units to gather requirements, troubleshoot system bottlenecks, and deliver tailored platform enhancements.

- **Security & Compliance:** Reduced profile sprawl from 14 profiles to 4 by migrating user access to Permission Sets and Permission Set Groups, streamlining security management for 30+ users and improving long-term org scalability.
- **Complex Data Modeling:** Optimized large-scale relational data models and managed multi-object automation to support high-volume client engagement and affiliation tracking.
- **Agile Delivery:** Executed system updates and automation enhancements within an Agile/Scrum framework to ensure rapid, iterative delivery of business value.

Salesforce Administrator | Talent Stacker – Remote | Nov 2020 – May 2022

- **Requirement Gathering:** Practiced requirements gathering in simulated business scenarios, translating stakeholder needs into technical specifications and hands-on platform configurations.
- **Security Architecture:** Built complete security models from scratch in hands-on training environments, establishing profiles, roles, permission sets, and sharing rules to enforce proper data access — laying the foundation for production security work at Georgia Tech.
- **System Configuration:** Executed end-to-end declarative org builds in structured training scenarios, managing user setup, custom objects, page layouts, and validation rules to simulate real-world business workflows.
- **Process Modernization:** Streamlined workflows using validation rules and page layouts to enhance data integrity and improve the end-user experience.
- **Reporting & Analytics:** Designed reports and dashboards in simulated business environments, building the reporting foundation skills applied directly to executive dashboard work at Georgia Tech.

Lead Systems Administrator | Sharp Electronics – Atlanta, GA | Sep 2004 – 2022

- **Platform Leadership:** Leveraged **Salesforce Service Cloud** to oversee operations for a team of eight technicians, optimizing resource allocation and service delivery.
- **Operational Excellence:** Re-engineered internal workflows to achieve a **90% same-day setup rate**, resulting in an **80% year-over-year increase in operational output**.
- **Enterprise Support:** Managed technical infrastructure and helpdesk operations for a diverse client base ranging from **10 to 500+ users**, ensuring high system availability and user productivity.
- **Training & Development:** Designed and delivered comprehensive user training programs to improve platform adoption and technical proficiency across the organization.
- **Award-Winning Performance:** Recognized for consistent excellence in service and technical execution, receiving "IT Technician of the Year" honors in both 2005 and 2014.

Education

- Bachelor of Science in Information Technology – **University of Phoenix**, June 2010
- Associate degree in Electronic Technology – **Lawson State Community College**, March 1995