

Latoya Watson

Washington, DC

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Profile

Agile IT Professional with over 6 years in managing CRM administration and configuration, content management, cloud-based systems, ensuring data integrity, and facilitating requirements sessions to gain an understanding of customer's current processes and technology. Champion of Salesforce specializing in Salesforce administration, troubleshooting, while providing solutions, consulting, and coaching to both technical and non-technical audiences.

Skills

Languages: JavaScript, Java, HTML, CSS

Database Tools: PostgreSQL, MongoDB

Other: Salesforce, SalesforceIQ, Form Assembly, Demand Tools, Dataloader.io, Visualforce, Salesforce Process Builder, Salsa Labs, Hubspot, git, JIRA, Confluence, Service Now (SNOW), Google Analytics, Google For Business, Google for Business Cloud Management, Zapier, Kanban Agile Software Development, Tech Support, Client Relationships

Experience

United States Citizenship & Immigration Services Homeland Security **March 2017 – Present**
Full-Stack Agile Developer • Washington, DC

- One of 15 members of a Defects Remediation Team resolved and closed 75% of 1,173 bugs and incidents in seven weeks.
- Assisting Team Lead by preparing team monthly score card metrics and oversee assigning work to developers.
- Leading daily stand ups and presenting product demonstrations after each story completion in an agile environment.

Independent Salesforce Consultant and Trainer **January 2016 – Present**
Salesforce Consultant • Washington, DC

Served over six clients in the last year, most recent projects include:

- After completing a workflow and gap analysis, advocated for client to transition from a MS Access database to Salesforce. Planned and executed the transition, developed tailored training document and designed end-user acceptance testing.
- SalesforceIQ training for 7 non-experienced end users, and completed an email migration of over 10,000 emails and contacts from Microsoft Outlook 365 to Google for Business, and developed best practices and user how-to-guides.

Girls Who Code **January 2017 – June 2017**
Salesforce Coordinator: Part-time/Temporary • Washington, DC

- Managed an overhaul of data by cleaning up old records and fields, including data de-duplication and removing unused fields using tools such as Demand Tools, Dataloader.io and Field Trip.
- Reduced excess unusable fields and data by 70%.

Groundswell **July 2014 – August 2016**
Technology and Data Manager • Washington, DC

Managed day-to-day administration of all software and hardware for a staff of 20+, primary as the Salesforce Administrator in the Enterprise Environment. Achievements include:

- Built 10+ Visualforce pages to provide custom flow control and defined navigation patterns for optimal interaction.

- Imported over 100,000 records of quality data via Dataloader.io and Apsona tool.
- Integrated a zip code app that provided geographic data to Objects that addressed business inefficiencies, such as territory management conflict, poor geo data quality, and improved geo targeting efforts for field team.
- Improved data standardization by implementing a Data Governance Program, which mandated users to follow strict data Validation Rules.
- Setup Duplicate Management tool, created Matching Rules, Duplicate Rules and monitoring Error Logs.
- Connected external apps, such as Hubspot and FormAssembly, integrated with Salesforce environment via API calls.
- Created Roll-up Summary Fields to provide instant analytics, built Custom Objects, created monthly Dashboards that displayed key metrics of current campaign, implemented Profiles, Roles, Page Layouts, and automated business processes in the Process Builder to reduce manual processes by 50%.

Education

General Assembly

August 2016 – December 2016

Web Development Immersive Graduate in Washington, D.C., Completed over 480 hours of instruction.

University of Cincinnati

June 2005 – December 2010

College of Engineering & Applied Sciences, Bachelor of Science in Information Technology in Cincinnati, OH.

Community Involvement

General Assembly Alumni Ambassador

June 2017 – Present

Team member of the Alumni General Assembly's Service Committee, providing computer training and career preparation to underserved Washington, DC metro area residents and youth.

White House LGBTQ Tech & Innovation Team

August 2016 – January 2017

Participant and thought leader for activist work around various topics such as: Criminal Justice Reform + Open Data, Environment, Women & Girls and Poverty & Homelessness.

Hear Me Code

September 2016 – Present

Python Teaching Assistant for a monthly class averaging of 150+ women learning to code.

Lesbians Who Tech

August 2016 – Present

Edie Windsor Scholar, mentor and volunteer.

Security Clearance

Department of Homeland Security

March 2017 - Present

Active Secret Security Clearance with the Department of Homeland Security (USCIS/DHS).