

Betsy Moyer

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Skills

- **Advanced Salesforce.com Administration**
- **Advanced Wordpress.com Administration**
- **Technical End User Support (DNS, Email, Web and Internal Software)**
- **Process/Workflow Design and Analysis**
- **Web Design: HTML, CSS**
- **Graphic Design: Photoshop**
- **Communication, Marketing & Sales**
- **Writing, Social Networking and best practice web presence awareness**

Experience

Self-Employed, Hickory NC 2008 – Present

Freelance Salesforce.com consultant, working with clients to meet the demands of growth by analyzing and redesigning core business processes, applying or enabling web technology to accelerate business, support processes, and encourage organization change.

The Design People, Marina Del Rey, CA 2006 - Present

Salesforce Administrator / Quality Assurance & Training Manager

Focus on Internal Operations Process Development across entire organization

Developed Trackable Results for Production Teams by improving workflow and data collection

Implemented Customer Satisfaction Surveys, Web-to-Lead and Web-to-Support Processes

Created Customer Support Process & Functionality for a new Call Center in Manila, Philippines

Integrated Accounting Department Processes into Salesforce.com

Contributed to development of master scripts for Real Estate and Mortgage website products

Managed development of a In-House Project Management Web Application

Managed development for the launch of over 50 websites for Real Estate and Mortgage industry clients

Performed Technical Support for client base and moved on to train colleagues the concepts of DNS and email support

Creative Galleries, Culver City, CA 2005 – 2006

Retail Gallery Director

Established sales goals and achieved them through management of 3 sales associates

Applied design skills through curatorial gallery design and art framing projects

Represented the gallery at tradeshow in both a sales and marketing capacity

CRM experience with GOLDMINE

Hickory Museum of Art, Hickory NC 2003 - 2005

Marketing & Communications Manager

Administered website updates, email marketing, and print marketing campaigns

Acquired valuable business skills through research and writing grants, soliciting corporate sponsorship, and interacting with the press

Education

University of North Carolina, Greensboro, Greensboro, NC 2003

Bachelor of Arts Art History Concentration Museum Studies

Contact me for Professional Reference Contact Information