

ABIGAIL HUNT

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PROFESSIONAL SKILLS

Experienced in Showpad administration, Salesforce administration, Salesforce integrations, sales enablement systems, CMS system administration, Widen DAM, Hybris, content management, marketing automation, Agile, workflow management

Systems - Showpad, Salesforce, Drupal, Wordpress, Hubspot, Marketing Cloud, Adobe Creative Cloud, ServiceNow, JIRA

Languages - HTML, CSS

CERTIFICATIONS

Salesforce Administrator Certified - May 2020

Trailhead by Salesforce Superbadges - Business Administration Specialist, Lightning Experience Reports & Dashboards Specialist, Security Specialist

Trailhead by Salesforce - 70+ badges

SPEAKING

Led a session at Showpad's 2018 Transform conference as SME for information technology.

EDUCATION

Elizabethtown College - Elizabethtown, PA
Bachelors of Arts - Communications, May 2011
Cum Laude

EXPERIENCE

IT SYSTEMS ANALYST

Saint-Gobain North America | Jan 2016 - present

System administrator of Showpad and Showpad Coach (500+ users)

- Analyze business processes and requests, and collaborate with business users to ensure system is solving their needs and challenges
- Implementation and day-to-day administration of company-wide system
- Drive efficiencies through user training, education, and technical support
- Establish organization-wide process standardization, security protocol and documentation, and content management guidelines

Salesforce System Administrator (1100+ user)

- Salesforce Sales, Service, Marketing Cloud, and general admin support for 3 instances

Systems administrator of Certainteed.com

- Daily management of users and permissions, content changes, front-end development support, SSL certificates, and domain management
- Developed standard documentation for content styling

Other IT systems

- Implementation lead for Digital Asset Management project
- Support admin for Product Information System
- Provide Admin support for company-wide SharePoint portal and ServiceNow ticketing service

MARKETING COMMUNICATIONS SPECIALIST

Portescap | Nov 2014 - Dec 2016

- Led implementation and configuration of marketing automation software. Ensured clean database of contacts, created email CAN-SPAM compliance workflows
- Configured Salesforce.com integration and lead assignment rules.
- Created monthly lead generation reports within Salesforce for marketing channel analysis
- Managed all content changes and updates to 6 language variant Drupal websites
- Developed and implemented digital content creation for all North American marketing endeavors including email campaigns, social postings, press releases, videos, and trade show content

MARKETING COMMUNICATIONS MANAGER

Y-Prime | Sept 2013 - Oct 2014

- Created communications materials and media plans to public relations programs and developed digital content for brand awareness
- Created and maintained company blog to showcase company expertise in the field
- Managed Trade Show communications between company and trade show host's and arranged all shipping of booth and communications materials
- Managed social strategy and content, including analysis reporting

E-MEDIA PROJECT MANAGER

HMP Communications | June 2011 - Sept 2013

- Managed content changes and additions to 20+ Drupal websites
- Maintained online advertising calendar, managed online ad placement, and provided ad reports to subscribed advertisers
- Produced and edited over 40 company webinars
- Edited company videos including educational web series and marketing videos at trade shows