





Taylor Reid

Salesforce Product Owner

Salesforce product owner delivering CRM solutions that drive success

Certified Salesforce Administrator with over five years of experience managing Salesforce platforms. Expertise in customer relationship management (CRM) optimization, backlog prioritization, and user training to enhance business outcomes.

CONTACT

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KEY SKILLS

- Salesforce administration
- CRM optimization
- Product backlog management
- User training and onboarding
- Agile methodologies

EDUCATION

Bachelor of Science in Information Systems
University of Colorado, Denver, CO
May 2015

PROFESSIONAL EXPERIENCE

Salesforce Product Owner | CloudEdge Systems, Denver, CO March 2018 – Present

- Improved Salesforce efficiency by 30% by implementing streamlined workflows and custom dashboards
- Managed a backlog of over 100 CRM enhancement requests, prioritizing high-impact features
- Conduct user training sessions for 200+ employees to drive adoption

Salesforce Administrator | Apex Solutions, Denver, CO July 2015 – February 2018

- Maintained and customized Salesforce for a 500-user organization
- Automated lead assignment processes, reducing response times by 25%

CERTIFICATIONS

- Salesforce Certified Administrator, Salesforce, August 2015