Olanrewaju Abdul-Hakeem Oloritun

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SKILLS & INTERESTS

Technical: Salesforce (Service, Sales, CPQ, & Marketing Cloud), SQL (MySQL & SOQL), Flows, Apex, LWC, Visualforce, Gearset, HubSpot, Jira Administration (Confluence, Service Management), LinkedIn Sales Navigator, Lucidchart, Asana, Excel (VLOOKUP, Pivot Tables, Charts, Nested IF Statements, Solver, Index Match, Complex Formulas), Snowflake, Looker, Microsoft Office (Access, Word, PowerPoint, Outlook, SharePoint)

Demonstrated Skills: Stakeholder Management, Business & Operations Requirements Gathering, Cross-Functional Communication & Leadership, Project Management, Solutioning

MOST RECENT PROFESSIONAL EXPERIENCES

Foursquare   New York City, NY
Senior Salesforce Admin/Developer, RevOps Team   July 2025 – Present
● **Architect and manage** Salesforce org for GTM teams, owning data model, security (FLS/CRUD), and scalable automation (Flows, Approvals, Validation Rules) that balance technical debt with business velocity.
●**Maintain** integrations with HubSpot, Apollo, Clay (plus Ironclad CLM, Zapier, Tableau, internal services) to ensure reliable bi-directional sync and analytics-ready data for internal stakeholders
●**Drive end-to-end delivery** of RevOps initiatives, from requirements through solution—including executive dashboards, pipeline/forecast analytics, and actionable insights as well as partner cross-functionally and operate independently in ambiguous, fast-moving environments.

Beyond Identity   New York City, NY
Salesforce Administrator, RevOps Team   Jan 2025 – July 2025
●**Administered** the Salesforce org supporting 100+ users across Sales, Marketing, and Customer Success teams, improving platform performance and user adoption by 25% through streamlined configurations and training
● **Developed and maintained** the integration of Salesforce with third-party tools including Gong, Clay, & HubSpot, ensuring secure, real-time data syncing and increasing reporting accuracy by 30% for internal stakeholders
● **Collaborated** with RevOps and leadership to develop dynamic dashboards and custom reports that improved pipeline visibility and forecasting accuracy by 20% via Salesforce and Gong

Snyk   New York City, NY
Salesforce Operations Specialist, Enablement & GTM Team   Nov 2023 – Jan 2025
● **Led** Salesforce data integrity initiatives and territory structuring, aligning with Go-to-Market and company-wide objectives via Reports, Dashboards, Enterprise Territory Management, Experience Cloud, Apex, Data Loader, Salesforce Inspector, Clari, and SOQL queries resulting in a 30% increase in data accuracy and efficiency.
● **Drove**, tracked, and influenced field adoption of desired behavioral changes, resulting in a 25% reduction in platform-related support tickets and improved platform functionality for over 600 end users
● **Partnered** with leadership to identify and address sales team needs, gaps, and goals, leading to the development of targeted sales enablement initiatives that increased data accuracy and efficiency by 30%.

Vista Higher Learning   Boston, MA
Salesforce and Business Operations System Administrator   May 2023 – Nov 2023
● **Spearheaded** support for Salesforce via Jira, with 97% customer SLA compliance, while administering a suite of business platforms including Zendesk & Marketo, resulting in optimized CRM and marketing automation processes.
● **Constructed** Salesforce reports and dashboards to monitor business performance KPIs, driving revenue growth by 11% and focusing on operational excellence and visibility to internal Director and C-Suite level stakeholders.
● **Conducted** training sessions and workshops to enhance sales team proficiency with Salesforce and other business platforms, resulting in improved efficiency and a 14% reduction in support tickets

EDUCATION

Northeastern University   Boston, MA
*Bachelor of Science in **Industrial Engineering**, Minor in **Consulting***
Certifications: Clay (AI Skills Cohort 1 Graduate, Clay 101 Cohort 18 Graduate), Make Foundations, Salesforce Certified Platform Developer 1 (In Progress), Salesforce Certified Platform App Builder (In Progress), Salesforce Certified Administrator, Salesforce DevOps Leadership Certificate