

REBECCA HOLCOMB

SALESFORCE ADMINISTRATOR, ANALYST, PRODUCT OWNER



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PROFILE

Entering the Salesforce ecosystem with 20+ years experience in the hospitality industry with a focus on healthcare and wellness service and education since 2013. Practical understanding of business operations; able to effectively curate work flows, manage data, and safeguard information while being a supportive team member to each level within the organizational structure. Professional, responsible, sincere and dedicated; strong observation and communication skills that elevate stakeholder and team relationships. Detail-oriented and imaginative in completing assignments; strategizes and executes tasks intelligently. Confident and positive in interactions with all individuals; appreciation for diversity development, cultural equity, and community inclusion.



Salesforce Certified Administrator



Salesforce Certified Associate



Salesforce Admin Superbadge Set



Salesforce Trailhead Ranger Rank



Certified Scrum Product Owner

EXPERIENCE

SALESFORCE WORKFORCE TRAINING PROGRAM, CLICKED; REMOTE — MAY 2023—PRESENT

Participation in Salesforce skills challenges and team sprints to develop practical business analyst and administrator knowledge. Experiences include: Stakeholder Interviews, Business Process Mapping, User Stories, User Acceptance Testing, Minimum Viable Product Demos, Stakeholder Project Presentations. Clicked is a virtual work experience program that enables learners to access hands-on learning experiences to build skills, explore and launch careers alongside corporate training partners and employers.

FOUNDER & PROVIDER, ELEMENTS WELLNESS; SUMMIT COUNTY, CO — APRIL 2015—PRESENT

Responsible for every aspect of the small business. Provided 10,000+ hours of birth doula services, childbirth education classes, group and private specialty personal training, and pre/postnatal professional yoga teacher trainings via Zoom, in-person sessions, and pre-recorded recorded videos. Mapped and strategized support services for 350+ clients, customized to meet their needs. Curated website content and design, SEO, process automations, social media, email marketing, and advertising. Accounting, invoicing, documentation, record keeping, and business analysis. Regularly maintained client, peer, and a network of over 30 intra-professional relationships in the local community.

YOGA INSTRUCTOR, VAIL RESORTS; KEYSTONE, CO — NOVEMBER 2013—NOVEMBER 2023

Responsible for guiding students of all levels and backgrounds through a yoga practice. Private and Group instruction. Developed longterm report with local and seasonal students generating the highest returning pass & membership holders rate at the studio. Provided specific alignment modifications and physical adjustments personalized per student. Certified and taught in 6 styles of yoga with over 100 class plans created. Student intake documentation and payment processing.

RESTAURANT MANAGER, SUNSHINE CAFE; SILVERTHORNE, CO — NOVEMBER 2013—MAY 2017

Management of 30 staff members and daily restaurant operations. Co-developed on-boarding program for new front of house staff. Lead daily shift meetings. Tended to patrons needs. Maintained organized work space. Prepared daily account reports.

EDUCATION

Old Dominion University
Norfolk, Virginia

HOBBIES

Adventure Travel
Stained Glass Artist
Daily Meditation
Cross County Skiing

SKILLS

- Team Collaboration
- Strategic Planning
- Attention to Detail
- Requirements Analysis
- Relationship Building
- Desire to Learn
- Training & Development
- Presentations & Speaking
- Problem Solving

CURRENT PROJECTS

Salesforce Business Analyst Certification
Create a Scrum Dashboard on Notion
Salesforce GPT Specialist Certification from AI Force