

James McLaurin

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Professional Summary

4x Salesforce Certified CRM Support Specialist supporting operations across 22 Technical Colleges using Salesforce and TargetX. I've collaborated with college leadership, IT, admissions, and retention teams to align technology solutions with statewide initiatives, contributing to a 10% increase in graduates each academic year. I'm currently seeking a Salesforce Business Analyst or CRM Systems Analyst role where I can leverage Salesforce to deliver business impact.

Certifications

Salesforce Certified Associate | Salesforce Certified Administrator | Salesforce Certified Platform App Builder
Salesforce Certified Advance Administrator

Areas of Expertise

- Salesforce Administration
- Security & Permissions
- Reporting & Dashboards
- Flow Automation
- System Troubleshooting
- User Training
- Integrations
- Claude Code
- AI Prompt Engineering

Professional Experience

Technical College Systems of Georgia

CRM Support Specialist

Atlanta, GA (Remote)

December 2024 – Present

- Resolved over 500 Salesforce CRM support tickets yearly through Freshdesk, averaging 40+ monthly requests from college staff providing technical solutions that support business operations.
- Built Salesforce flow automations that streamlined enrollment processes and contributed to 6% month-over-month enrollment growth across 22 colleges.
- Led monthly webinars and in-person training sessions for non-technical college staff, translating Salesforce functionality into practical, easy-to-understand guidance while developing PowerPoint presentations and training documentation to support ongoing user adoption.
- Developed field-mapping Excel spreadsheets to support the successful migration of all Adult Education applications from Salesforce CRM to LACES (Literacy, Adult and Community Education System), ensuring accurate data transfer and system continuity.
- Conducted User Acceptance Testing (UAT) for the implementation of Salesforce Agentforce for Columbus Technical College, helping enable automated responses to prospective student inquiries.

Carters

Maintenance Utility Technician

Braselton, GA

March 2021 – December 2024

- Collaborated with cross-functional teams to diagnose and resolve technical issues, enhancing operational efficiency by 20%.
- Led training sessions for team members on new tools and equipment, improving team performance and reducing errors by 15%.
- Tracked and reported on key performance metrics, providing actionable insights that improved maintenance response times by 10%.

Education

Saint Augustine University

Film & Interactive Media

