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Ty Hallock

Objective: A results-driven and experienced Salesforce Business Analyst and Salesforce Engineer with a proven track record of successfully leading cross-functional teams, delivering complex projects on time and within budget. Strong technical background in Salesforce and a strong love for Salesforce, looking for a Salesforce role.

WORK EXPERIENCE

Senior Business Analyst and Salesforce Admin, Radix Bay (February 2023 - June 2023)

- A 4 month contract ending in the successful completion of 3 Salesforce projects including a Learning Management System integration with BrainShark, a 3rd Party Integration with custom software and a Vonage integration for Refund Saves.
- Successfully led cross-functional teams in delivering complex projects on-time and within budget.

Director of Growth and Technology, Sanesco Health (2020 - 2023)

- Successfully led cross-functional teams in delivering complex projects on-time and within budget
- Championed the implementation of a fresh Salesforce Org for the second laboratory, assuming full responsibility for the Salesforce build-out process, which entailed integrating 25 order sources and 3 APIs, and guiding transactions worth over 8 million dollars. Oversaw the migration of 3 significant systems into Salesforce, as well as developed a Case Management help desk to delegate the colossal support tickets to a cross-departmental group of specialists trained on my Standard Operating Procedures
- Managed technical budget and implemented strategic plans, requirements documents, and over a hundred SOPs
- Fully developed solutions for all departments that streamlined services and moved their paper formats to digital. Integrated OCR (Image AI) and a full automation suite for the Marketing/Sales team Lead funnel including a lead drip currently converting 8 leads (doctors) a month.

Head of Software Development, Greenstone Media (2016 - 2020)

- Led Agile processes resulting in 100% success rate for a portfolio of tech projects. Many projects were in code red status and significant diplomacy, strategy and hard work required to bring them to happy clients. I was handling 100% client communications for all software projects and developing workshops for marketing facilitations around CRM and data.
- Hired and developed cross-functional teams, including web/mobile developers and other departments.
- Lead CRM Implementer (HubSpot) and automation strategist for Greenstone clients, primary author of assets for CRM
- Developed comprehensive QA processes and built this capacity in the team
- Established a reliable go-to person for technical issues and created standard operating procedures with accountability.

Chief Technology Officer, Trusted Sharing (2013 - 2016)

Trusted Sharing was a startup founded by Duncan Work, a former Chief Scientific Officer at LinkedIn.

- Led project teams in building a SAAS social network and developing algorithms integrated with patents

- Implemented effective marketing strategies, including SEO optimization and CRM automation
- Served as a Product Evangelist, with experience in speaking at events and creating valuable front-facing content.
- Managed large scale user testing and built a full testing suite with automated tests.
- Co-led the yearly retreat and oversaw the implementation of strategic plans.

Chief Executive Officer, TopFloorStudio (2004 - 2013)

- Brought over 75 apps to market for clients including Novartis, Genova Diagnostics, Endo Pharmaceutical, and Park Ridge Hospital.
- Successfully managed software integration with ERP/CRM for clients, including Yahoo!, and implemented Salesforce/CRM.
- CEO and Project Manager for a successful product startup exit (ConnectMeQR).
- Managed and executed multiple successful marketing campaigns.
- Improved and trained on custom proposal development process for sales and PM teams.

Skills

- Extensive experience in project management, with a focus on detailed planning, task tracking, and milestone planning.
- Strong technical marketing skills, including SEO, inbound workflows, A/B testing, data plumbing, and report development.
- Excellent communication skills, able to articulate technical information to both technical and non-technical users.
- Strong background in database architecture and 7 years of experience with SQL for technical, marketing and executive projects.
- Knowledge of Artificial Intelligence solutions and experience in implementation of e-commerce solutions.
- Adept at building Agile and Lean processes for teams and writing requirements for enterprise.
- Proficient in developing web, mobile, and desktop apps, and deep knowledge of Wordpress and plugin development.
- Proven ability to identify sales opportunities, bring sales to the table, and upsell existing clients.
- A strategic thinker with the ability to think big and plan effective organizational transformations.
- 10 years of experience with Microsoft tools including Excel, SharePoint, Access, MS Teams and MS Project.

Additional Awards and Experience

- Successfully secured Google Earth Grant in collaboration with Wild South and Cherokee Government (2012)
- Recognized for innovative efforts in software development, with multiple awards for projects for clients such as Novartis and Case New Holland.
- Demonstrated thought leadership as founder of TEDxAsheville (2009).
- A podcast led by Ty, Spark Tech Talk podcast, included an interview with Steve Wozniak, founder of Apple. (2016)
- Featured in a New York Times article for innovative efforts in staying relevant in the tech industry (2012).
- Worked as the lead dev on a National Science Foundation Grant with the NC pharmaceutical company Targacept.

EDUCATION

Salesforce Admin Certification

Official Salesforce Admin Certified as of May 2023

Stanford University - Palo Alto, CA

Stanford Project Management Program, 2016

Full Sail University - Winter Park, FL

Digital Media Degree, 2003