Xander Salathe

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CERTIFICATIONS

- Salesforce Certified Administrator
- Salesforce Certified Platform App Builder
- Salesforce Certified Business Analyst
- Salesforce Certified User Experience (UX) Designer
- Salesforce Certified Associate.
- Professional Scrum Master I.

PROJECTS

Salesforce - Sales Cloud Demo Org
- Used AI (ChatGPT) to generate a prompt for a startup company which was undergoing a transformation project.
- From prompt created 3 personas, and generated 20 user stories with UAT that would form the basis of a Sales Cloud implementation project. Tracked user stories and personas in Jira and Confluence.
    - Solutions included Approval Processes, Flows, Reports and Dashboards, Custom Lightning Pages/Apps and UI changes.

Personal Website - xandersalathe.com
- Hosted on Google Cloud Platform (GCP). Installed WordPress on Ubuntu 20.x with Nginx, MariaDB, PHP7.4.
    - Migrated to Squarespace due to reduced operational expenditure given website traffic.

WORK EXPERIENCE

Apple   **Oct. 2017 – Present**
Multiple Roles and Promotions   *Doncaster, VIC*
Lead (In-Store Experience)   *Jul. 2022 - Present*
- Lead the focus on customer experience, resulting in the highest Sales NPS in Australia during Q1.
- Day-to-day responsibilities include schedule management, rostering/zoning and team coaching for 150+ Sales/ Service team members.
- Forecasted trends for Sales/Service teams and activated resources to meet demand ensuring KPIs are met.

Genius   *Aug. 2019 - Present*
- Exceeded technical KPIs by 125-150% over an average of 1000+ customers served per year.
- Delivered one-to-one technical training, and mentoring to new and tenured team.
    - Through direct mentoring supported colleague in increasing KPI by 40%.

Training Lead (In-Store Experience)   *Aug. 2021 - Oct. 2021*
- Generated reports to monitor progress of training across 120+ team members.
- Created documentation and facilitated training for new business needs.

Genius Admin   *Mar. 2018 – Aug. 2019*
- Spearheaded stores response to largest repair program at Apple.
    - Created internal processes for service bookings, outgoing communications, and inbound call strategies.
- Utilised internal applications and reporting to reduce time spent on frequent tasks by 50%.

Technical Specialist   *Oct. 2017 - Mar. 2018*
- Leveraged technical knowledge, internal documentation, and peer knowledge to provide resolution to customers.

Dick Smith Electronics   **Jul. 2015 – Feb. 2016**
Shift Supervisor   *Doncaster, VIC*
- Overseeing team of up to four others per shift. Provided product knowledge and sales training to team.

SKILLS & INTERESTS

- Salesforce
- Kanban (Trello)
- Excel
- Python (basic)
- Jira
- Confluence
- Dungeons and Dragons
- Blogging
- Coffee

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