

REBECCA HOLCOMB

SALESFORCE ADMINISTRATOR



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PROFILE

20+ years in the hospitality industry with 9 years experience as a small business owner focused on healthcare and wellness service and education.

Practical understanding of business operations; able to effectively curate work flows, manage data, and maintain projects 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 and community inclusion.



Salesforce Certified Administrator



Salesforce Certified Associate



Salesforce Admin Superbadge Set



Salesforce Trailhead Ranger Rank



Certified Scrum Product Owner

EXPERIENCE

PATIENT SCHEDULING COORDINATOR, UW HEALTH; MADISON, WI — JULY 2024—PRESENT

- Scheduled complex appointments which require the coordination of multiple resources by using the Epic and Cisco Systems, averaging 30+ phone encounters, 40+ in-basket and work-queue assignments daily.
- Collaborated with patients and staff through phone, chat, video encounters and documentation to ensure seamless communication and resource allocation.
- Adapted to an environment undergoing multiple system and workflow changes, quickly learning and adjusting to new processes while maintaining operational efficiency and high-quality service.

SALESFORCE WORKFORCE TRAINING PROGRAM, CLICKED; REMOTE — MAY 2023—JULY 2024

- Participated in hands-on challenges and projects to build a practical business analyst and administrator technical skill set.
- Experiences included stakeholder interviews, business process mapping, change management planning, user stories, system configurations, flow automations, user acceptance testing, and minimum viable product demos.
- Presented project results to stakeholders, coaches, and peers.
- Utilized tools such as Salesforce, Jira, Miro, Confluence, Lucid Chart, and Notion.

FOUNDER & PROVIDER, ELEMENTS WELLNESS; KEYSTONE, CO — APRIL 2015—NOVEMBER 2023

- Managed all aspects of the small business, including client relations, scheduling, and administrative tasks.
- Provided over 10,000 hours of birth doula services, childbirth education, and personal training, both in-person and virtually.
- Developed and maintained support services for 350+ clients, tailored to individual needs.
- Curated and designed website content, managed SEO, and conducted email marketing and advertising campaigns.
- Handled accounting, invoicing, documentation, and business analysis.
- Fostered and maintained a professional network of over 30 intra-professional relationships.

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

- Guided students through yoga practices, providing personalized instruction and modifications.
- Built long-term rapport with students, achieving the highest returning pass and membership holder rate at the studio.
- Managed student intake documentation and payment processing, ensuring accurate record-keeping.

SKILLS

- Salesforce Administration
- Task Prioritization
- Team Collaboration
- Relationship Building
- Technology Proficiency
- Data Management
- Organization
- Problem Solving
- Training & Development
- Change Management
- Presentations & Speaking
- Communication
- Healthcare Experience
- Project Management
- Attention to Detail
- Desire to Learn