

Kseniya Galayda

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PROFESSIONAL SUMMARY

Certified Salesforce professional with a track record leading CRM operations, reporting and analytics, data quality, and system-driven process improvement. Currently serving as Director of Salesforce for the Greater Baltimore Committee, where I lead the organization's Salesforce and data systems, overseeing platform functionality, data quality, reporting, and process improvements that help staff and leadership use data more effectively to drive decision-making and strategic priorities.

Previously served as Salesforce/System Administrator for the North Carolina Dental Society, where I built reporting and automation to support membership, fundraising, and event operations, including hands-on work in the American Dental Association's Fonteva/AMS environment.

TECHNICAL SKILLS

- **Salesforce Admin:** Flow Builder (Screen, Record-Triggered, & Scheduled Flows), Custom Objects, Validation Rules, Page Layouts, Record Types, User Management (Profiles, Permission Sets, Field Level Security).
- **Data & Analytics:** Reports & Dashboards, Data Analysis, Data Quality Monitoring, Bulk Data Management (Salesforce Data Loader), Plauti Deduplicate Duplicate Management.
- **Systems & Integrations:** Fonteva/AMS (ADA Instance), Cvent, Experience Cloud, NPSP, and Salesforce-connected workflows involving Marketing Cloud Account Engagement.
- **Methodologies:** Agile, Requirements Gathering, Process Mapping (SOP), Stakeholder Collaboration.

CERTIFICATIONS & AWARDS

- Salesforce Certified Platform Administrator
- Salesforce Certified Platform Foundations
- Salesforce Certified Platform App Builder
- Trailhead Double Star Ranger

PROFESSIONAL EXPERIENCE

Director of Salesforce | *Greater Baltimore Committee* | *September 2026 – Present*

- **Systems & Data Quality:** Own system functionality and data quality across GBC's Salesforce and data systems, ensuring the platform reliably supports day-to-day operations.
- **Reporting:** Lead reporting efforts that give staff and leadership visibility into member engagement and organizational performance.
- **Process Improvement:** Drive process improvements that help teams use data and technology more effectively, informing decision-making and supporting GBC's strategic priorities.

Member Services & Systems Manager / Salesforce & CRM Systems Administrator | *The North Carolina Dental Society* | *Remote* | *July 2023 – September 2026*

- **Reporting & Analytics:** Own Salesforce reporting and analytics for a nonprofit membership organization, building reports and dashboards that support membership tracking, fundraising visibility, campaign performance, data quality monitoring, and operational decision-making.
- **Automation & Flow:** Design Record-Triggered Flows and Screen Flows for Experience Cloud to automate data updates and streamline patient mediation requests, event responses, scholarship applications, grants, and enrollment workflows.
- **Fonteva / AMS Operations:** Use the ADA's Fonteva/AMS environment to support association membership operations, including membership records, payments, sales orders, subscriptions, invoices, member status changes, reporting, and state/national data alignment.
- **Data Architecture:** Design custom objects and fields to centralize intake, track applications, member service activity, and volunteer participation, turning previously siloed data into reportable CRM records.

Operations & Customer Service Consultant | *Best Pro Services, Inc.* | *Feb 2023 – March 2023*

- Developed a comprehensive Standard Operating Procedure (SOP) for customer service workflows, improving job classification and technician dispatch efficiency.

Customer Service Representative | *Best Pro Services, Inc.* | *May 2019 – Oct 2022*

- Managed intake and troubleshooting for service requests; documented workflows that became the foundation for company-wide service standards.

Project Coordinator / Assistant | *The Parents' Place of Maryland* | *Jan 2013 – Sep 2016*

- Coordinated grant-funded initiatives for state-funded ASD programs, managing compliance tracking and stakeholder reporting.

EDUCATION & DEVELOPMENT

- B.S., Health Systems Management | University of Baltimore
- A.A.S., Business Administration | Florida State College at Jacksonville
- Salesforce Consultancy Skills Course | Supermums (3-month intensive on Agile & Solution Design)