

# JESSICA BOUCHER

jessicaboucher.com

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## EXPERIENCE

### Salesforce

Cambridge, MA

Customer Success Manager

September 2016 – present

- Serve as subject matter expert on best practices implementing messaging channels in Sales and Service organizations to pre-sales, customer success teams, and executives.
- Currently leading Short Code implementations, and guiding learning/onboarding roadmap for all Digital Engagement products, including introducing new messaging channels such as Facebook Messenger and Apple Business Chat.
- Developed Service Cloud - Marketing Cloud connector for agents to answer live SMS & Facebook Messenger questions to 170,000 attendees at Dreamforce
- Created and delivered onboarding materials such as the LiveMessage Accelerator, Basic and Advanced Training videos, and in-person partner training. Managed transition of HeyWire processes and knowledge into Salesforce's ecosystem.

### HeyWire

Cambridge, MA

Solutions Support Engineer

February 2016 – September 2016

- Served as Tier 3 Support for advanced troubleshooting, interfacing with Engineering on product issues, and roadmap items
- Created onboarding and implementation process for quick starts, implemented community for customers and partners

### Cloud for Good

Remote

Cloud Consultant

January 2014 – February 2016

- Consistently delivered solutions for multiple non-profit clients in the 100-500 hour range with a satisfaction score of 9.5.
- Implemented solutions surrounding lead and constituent management, campaign management, opportunity management, usability, dashboards and reporting. Guided clients towards full user adoption and delivered training to multiple audiences.
- Created custom solutions utilizing custom objects, flows and workflows, Process Builder, approval processes, AppExchange integrations, as well as profiles and security.
- Administered change management procedures including sandboxes, apex code integration, and user acceptance testing.

### Jobscience

Londonderry, NH

Product Manager

September 2011 – November 2013

- Served as primary contact for all Jobscience Development on and off Salesforce.com. Tasks included release management, needs assessment, spec writing, and project planning, managing multiple offshore development teams, quality assurance, and proper delivery of milestones. Delivered recruiting technology solutions including mobile recruiting, OCR technology, and multimedia-driven hiring.

### Intelitek, Inc.

Manchester, NH

Project Manager

May 2006 – September 2011

- Managed the release to adapt the current LMS user experience to the Moodle platform. Managed spec development, alpha and beta testing, training, and the roll-out of the release and support schedule. Served as the primary trainer for Intelitek with hundreds of satisfied and inspired teachers.
- Managed a team of writers, facilitators, and psychometricians worldwide to create over 40 highly interactive assessments for skills-based industries including safety, quality assurance, and on the job skills.

## EDUCATION

### University of Massachusetts Boston

Boston, MA

M. Ed in Instructional Design (adult e-learning development and management)

December 2013

### Babson College

Babson Park, MA

Bachelor of Science in Business Management; Focus in Technology Marketing and Corporate Strategy

May 2005

## SKILLS

Salesforce Certified Administrator, Salesforce Certified App Builder, Salesforce Certified Service Cloud Consultant, Eclipse, Jira, Kibana, Camtasia, Data Loader, Smartsheet, Scrum, Agile, Project Management, Moodle, Adobe Creative Suite, Volunteer Recruitment and Management, Event Planning