

Annette Tarabini, Salesforce Product Lead

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PROFESSIONAL EXPERIENCE

Synapse Energy Economics Inc., Cambridge, MA. *Salesforce Product Lead*, March 2025 – Present.

- Primary administrator for Salesforce, Certinia, Slack, and other integrated business applications
- Provide user support, training and documentation to ensure efficient and effective use of business applications
- Maintains data integrity across systems
- Assists operations and consulting teams to develop, document, and apply best practices and first principles related to project management, resource management, client management, opportunity and project lifecycle management

Singularity Consulting, Plano, TX. *Senior Consultant*, July 2024 – March 2025

- Designed and developed tailored solutions on the Salesforce and Certinia platforms, focusing on workflow automation, application integration, and data migration
- Managed technical specifications, application configuration, unit testing, UAT support, data migration support, knowledge transfer, deployment, and post go-live support
- Offered mentoring and guidance to fellow team members, fostering professional growth and skill enhancement
- Implementation and configuration of DocuSign integration with Salesforce and PSA for clients

IFS, Itasca, IL. *Senior Consultant*, May 2024 – June 2024.

- Training on IFS proprietary CRM package

OpMentors, LLC, Chicago, IL. *Senior Consultant*, March 2022 – May 2024; *Consultant*, December 2020 – March 2022.

- Designed and developed tailored solutions on the Salesforce and Certinia platforms, focusing on workflow automation, application integration, and data migration
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- Architected and implemented a custom application enabling Salesforce users to initiate Purchase Orders within the Certinia system, facilitating streamlined sales invoice detail retrieval for non-Certinia users.

Certinia (formerly FinancialForce), San Francisco, CA. *Sales Operations Analyst*, May 2018 – September 2020; *Support Analyst*, December 2015 – April 2018.

- Achieved and 88% reduction in accounts with erroneous data through thorough analysis and elimination of duplicates
- Implemented a change management process for the Sales team to ensure the completeness of change requests through cases
- Provided essential support to the Sales team, including uploading new accounts, and executing mass account updates using DemandTools & dataloader.io
- Supported the global Go-To-Market (GTM) team with backup forecasting, ensuring continuity and reliability
- Delivered administrator-level technical support, including debugging, page layout review, security analysis, workflows, triggers, AppExchange installs and resolution of general database performance issues for Salesforce
- Provided technical accounting support, ensuring accuracy and compliance in financial reporting

EDUCATION

Regis University, Denver, CO

Master of Business Administration, Organizational Performance Management, with honors, 2016

Bachelor of Science in Accounting, 2010

CERTIFICATIONS

- Salesforce Certified System Administrator
- Salesforce AI Associate
- Certinia Accounting Sysadmin Certification
- Certinia Accounting Implementation Consultant