

Jacob Crandall

SALESFORCE ADMINISTRATOR / DEVELOPER | FREELANCE SOFTWARE ENGINEER

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PROFESSIONAL SUMMARY

Salesforce Administrator and Developer with five years of experience at International Justice Mission managing Salesforce delivery, CI/CD through Gearset, production deployments, and major platform releases. I turn complicated requirements into dependable workflows, support people through change, and bring the same systems-minded approach to native Apple software through Shift Key Software.

PROFESSIONAL EXPERIENCE

Freelance Software Engineer

Feb 2026 - Present

Shift Key Software LLC

Oklahoma City, Oklahoma

- Design and build independent software products for Apple platforms, with an emphasis on native interaction, dependable workflows, and thoughtful product direction.
- Own product discovery, Swift and SwiftUI implementation, testing, accessibility, packaging, and release engineering across a growing portfolio of macOS and iOS products.
- Build and deploy web products backed by databases, using Supabase, Vercel, Cloudflare, and GitHub while managing delivery and documentation through Jira and Confluence.
- Develop practical systems around AI-assisted workflows, media, app maintenance, transcription, grocery planning, and cross-device continuity.

Salesforce Administrator / Developer

Sep 2021 - Present

International Justice Mission

Remote

- Administer and develop Salesforce solutions, including Flow automation, to improve data integrity, user experience, and dependable operations across departments.
- Build Salesforce capabilities with Agentforce agents, Apex, and Lightning Web Components (LWC), combining programmatic development with declarative automation.
- Manage the Salesforce CI/CD lifecycle through Gearset, including comparisons, dependency review, validation, release packaging, deployment, and post-release verification.
- Own IJM's biweekly production deployment cadence and lead deployments for major Salesforce projects, coordinating readiness, risk, timing, and validation across teams.
- Troubleshoot complex platform and access issues, communicate technical decisions clearly, and train users on new processes and capabilities.
- Lead critical system and data migration work while collaborating with technical and nontechnical partners to connect platform releases to real business outcomes.

PROFESSIONAL EXPERIENCE CONTINUED

Operations

Oct 2018 - Sep 2021

Diamond S Trucking

Catoosa, Oklahoma

- Selected, implemented, and administered operational systems including Samsara, HubSpot, Tenstreet, J. J. Keller Safety Management Suite, ITS Dispatch, DocuSign, and Wix.
- Served as the central IT help desk and systems administrator, supporting employees through new-tool rollouts and ongoing technical issues.
- Created and delivered training for as many as 40 employees, covering operational workflows, safety requirements, and compliance processes.
- Built multichannel recruiting and marketing campaigns across social, email, SMS, and web that contributed to a 25% increase in staffing.
- Managed recruiting, interviewing, hiring, onboarding, safety, and regulatory compliance while improving each process with practical technology.

Assistant Registrar

Feb 2016 - Oct 2018

Oral Roberts University

Tulsa, Oklahoma

- Served as a Salesforce and Pardot subject-matter expert during implementation, becoming a platform power user and training staff on new workflows.
- Built reports and supported data-informed operations for student services and graduation processes serving more than 3,000 students.
- Managed transfer work, student forms, records, and cross-functional requests with a focus on accuracy, responsiveness, and a clear student experience.

CERTIFICATIONS AND EDUCATION

Gearset Certifications Gearset - All certifications completed	Bachelor of Science, Marketing Oral Roberts University - 2013-2015
Salesforce Certified Platform App Builder Salesforce - Mar 2024	Associate of Science, Marketing Tulsa Community College - 2010-2013
Salesforce Certified Administrator Salesforce - Oct 2021	

SKILLS AND TOOLS

Salesforce	Administration Agentforce Apex LWC Flow Data migration Reports
Delivery	Gearset CI/CD Release management Production deployments DemandTools Data integrity Training
Development	Swift SwiftUI macOS iOS GitHub CI Release engineering
Web & data	Databases Supabase Vercel Cloudflare Jira Confluence
Operations	Technical support System implementation Recruiting Compliance

ADDITIONAL TOOLS

Adobe Creative Suite | Microsoft 365 | Google Workspace | HubSpot | Pardot | DocuSign | Web design | Graphic design

Updated July 2026