

CORY HANNA

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SUMMARY

Results-driven CRM and business systems administrator with 10+ years of experience in system optimization, eCommerce, and business operations. Experienced in configuring and managing Salesforce and NetSuite to improve efficiency, streamline workflows, and support organizational growth. Skilled in project management, user support, training, reporting, permissions, troubleshooting, and process improvement. Strong background in data import, export, cleansing, validation, and migration. Known for a detail-oriented, analytical approach, proactive problem-solving, and strong communication skills.

EXPERIENCE

ADVANCED TURF SOLUTIONS, Fishers, Indiana

CRM Administrator / eCommerce Administrator | 2025-Present

Administer Salesforce and support sales operations through configuration, reporting, data management, troubleshooting, and process improvement. Partner with business stakeholders to translate operational needs into practical CRM solutions, support users, and improve adoption. Previously managed eCommerce operations and digital initiatives before moving into the CRM Administrator role.

- Configure fields, page layouts, permissions, reports, dashboards, and other Salesforce functionality to support business requirements.
- Manage data imports, updates, cleansing, and validation while troubleshooting user access and record-visibility issues.
- Create documentation and user guidance, coordinate testing, and support ongoing CRM and eCommerce process improvements.

FUSION92, Chicago, Illinois (remote)

NetSuite Administrator, Financial Systems Manager | Oct. 2022-Jan. 2025

Managed, maintained, and optimized the NetSuite ERP system, including integrated modules like SuiteProjects. Customized fields, forms, and records to align with business needs. Provided end-user support, onboarding, and training while troubleshooting and resolving technical issues. Configured system settings, workflows, and enabled features to enhance efficiency. Oversaw user roles, licensing, and permissions to ensure secure access. Collaborated with NetSuite support and consultants to address complex challenges. Partnered with Finance, Sales, HR, and other departments to align NetSuite capabilities with company objectives. Stayed current with NetSuite updates and implemented system upgrades. Passionate about problem-solving and driving solutions that made an impact.

- Customized the NetSuite environment to meet the organization's unique business processes and requirements.
- Configured roles, permissions, workflows, and dashboards to align with organizational needs.
- Managed integrations between NetSuite and other third-party systems (CRM, ERP, payment gateways, etc.)
- Monitored and maintained the NetSuite system ensuring optimal performance.

INTEGRATED SUPPLY NETWORK, Indianapolis, Indiana

NetSuite Administrator, eCommerce Manager & Digital Assets Specialist | July 2021-Sept. 2022

Held responsibility for exploration, implementation, testing, and maintenance of new technology for the ToolTopia website. Coordinated with stakeholders to ensure the site provided content and functionality that met the organization's business needs. Provided leadership and direction in planning, developing, and maintaining the ToolTopia NetSuite web environment.

Managed and optimized NetSuite ERP, configuring custom fields, forms, and records to align with business objectives. Administered user roles, permissions, and system settings to ensure secure and efficient access. Oversaw data import, export, cleansing, and migration within NetSuite. Integrated NetSuite with third-party applications ensuring seamless system connectivity. Participated in all phases of projects, including development, design, testing, and production, while troubleshooting and resolving NetSuite-related issues to enhance system performance.

- Supervised programmer/analyst and directed work of project staff that designed, developed, and tested programs and information systems delivered via web.
- Monitored web traffic and performance while having capacity to identify, prevent, and resolve issues.
- Assumed responsibility for assignment and review of work, performance evaluation, mentoring and training, and identifying opportunities for staff development.

INTEGRATED SUPPLY NETWORK (ISN), Indianapolis, Indiana

NetSuite Administrator, Private Brands Marketing Manager | March 2020-July 2021

GSES/ISN Transition – Brought on board with ISN to bridge marketing strategies between Atlas and ISN brands, using knowledge and experience gained from time as a GSES employee. Oversaw the NetSuite data migration of GSES to ISN, which included bringing all data and content over to ISN's NetSuite environment. Built upon marketing/site platforms while cohesively expanding universal marketing efforts across all ISN brands.

- Collaborated with the Director of Marketing to develop a targeted marketing plan for ISN brands, focusing on both internal and external materials. Prioritized new growth opportunities while sustaining ongoing marketing efforts and ensuring a seamless transition.
- Drove exponential growth in private brand revenue.

GREG SMITH EQUIPMENT (GSES), Indianapolis, Indiana

NetSuite Administrator, Web/Graphics Manager, Marketing/eCommerce Manager | Aug. 2012-March 2020

Led the development, design, and management of all company websites while overseeing a team responsible for site content creation and maintenance. Directed the exploration, implementation, testing, and upkeep of new technologies for the GSES and Atlas websites. Collaborated with stakeholders to ensure website content and functionality aligned with business needs. Provided strategic leadership in planning, developing, and maintaining the GSES NetSuite and Atlas WordPress website environments.

Managed all phases of project development, from design and testing to deployment. Supervised a programmer/analyst and guided project staff in designing, developing, and testing web-based applications and information systems. Monitored web traffic, performance, and capacity to proactively identify and resolve issues. Led hiring, work assignments, performance evaluations, mentoring, and staff development to enhance team effectiveness.

- Boosted eCommerce transactions by 200 orders, achieving a 4.44% growth over 2018.
- Increased average order value (AOV) by 11.96% in 2019, raising it to \$1,194.64 from \$1,067.01 in 2018.
- Drove a 16.93% increase in eCommerce revenue in 2019, as reported by Google Analytics.

Revenue, 2018 vs. 2019:

- 2018 Revenue: \$5,847,169.44
- 2019 Revenue: \$6,142,247.43

AOV, 2018 vs. 2019:

- 2018 AOV: \$1028.34
- 2019 AOV: \$1133.26
- Diff: \$104.91

Site Traffic, 2018 vs. 2019:

- 2019 Site Traffic: 5,621,998.08
- 2018 Site Traffic: 4,807,962.10
- Diff: 814,035.98

EDUCATION

BALL STATE UNIVERSITY, Muncie, Indiana

BFA, Visual Communications

TECHNICAL SKILLS

Microsoft Office Suite, Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Premiere Pro), HTML and CSS with some JavaScript experience, NetSuite Administrator for over ten years, website architecture, Sublime Text, FileZilla, SEO Optimization, Database Management (images, video, code, backups, etc.), WordPress, Photography, Video.

NetSuite Administrator Technical Skills: NetSuite ERP configuration and customization, implementation experience, user roles and permissions management, data import/export, cleansing, and migration, saved searches and reporting, dashboard and KPI customization, NetSuite integrations with third-party applications, system troubleshooting and performance optimization, SuiteCommerce Advanced site management, experience with various NetSuite modules, and NetSuite system upgrades and maintenance.