

# Client Name

## Contact details

## Summary of Qualifications

As a Sales and Operations Strategist, I develop insights informed by data analysis for sales teams to help their business customers achieve their goals. A large part of my role involves connecting the dots, using data visualization tools to demonstrate to senior leadership how the data supports my recommendations for sales strategy. I achieve buy-in within cross-functional teams by advancing win-win scenarios for sales enablement, operational strategy, and post-deal engagement. When I'm not engaged in optimizing sales strategies, I continue my quest to identify NYC's best pizza.

## Career Highlights

- Enabled incremental \$1.3B in customer spend based on sales expansion strategies informed by performance analysis & data insights
- Overcame internal resistance to pipeline management strategy by acknowledging opposing concerns, explaining benefits of new strategy, & providing evidence of feasibility
- Improved pipeline hygiene by integrating process for addressing stagnant opportunities & resolving bottlenecks that resulted in improved efficiency of sales operations
- Redesigned process to enable comprehensive analysis based on lead type that reduced operational expense & has since been adopted throughout Amex
- Led process improvement project, achieving buy-in from internal partners by providing context & explanation of cross-functional processes
- Established structured framework for post-deal engagement based on analysis of the impact on spend persistence to mitigate diminishing returns & optimize allocation of team resources
- Enhanced 2023 Sales Incentive Plan to create product & expansion differentiation that informed development of 2024 plan
- Advised LG's CEO against pricing increase for oral products in the US in favor of long-term strategy to enhance brand awareness by maintaining current prices

## Professional Experience

Company

2022 - present

Senior Analyst, Data Analytics

- Collaborate with colleagues in Sales Enablement to design processes & lead large-scale transformational projects regarding annual planning, team performance reporting, & data analysis for small - medium-sized business customers
- Conduct full-cycle project management from defining objectives & scope, determining feasibility, & winning buy-in for account support & pipeline management tools
- Organize data, run analyses, & synthesize findings to present sales optimization, post-deal engagement strategy, product performance analysis, & forecasting to senior leadership
- Lead annual planning workstreams for compensation plans, sales targets, rules of engagement, market segmentation, account ownership, resource allocation, & process improvement to align with commercial activation & growth objectives
- Identify products that enable sales teams to improve their sales strategy based on incremental spend & time to close
- Establish best practices to improve sales excellence by developing escalation maps with criteria that guarantee optimal customer experiences

Company Name  
Business Analyst

2022

- Managed go-to-market strategy for oral care products, conducting competitive analysis & collaborating with brand managers on redesigning packaging for US market

Company Name  
Strategy & Operations Associate Manager

2018 - 2021

- Supported owner of 5 small businesses with ~250 employees to implement organizational transformations & change management via structured documentation and efficient communication
- Analyzed financial data & performance metrics for strategic decision-making
- Enhanced operational efficiency by 95% by optimizing processes via automation

### Technical Skills

Apache Hive; R; SQL; STATA; MS Office: Word, PowerPoint; expert-level Excel; Power BI; Salesforce; EDI

### Education

Hunter College (CUNY)  
Completed coursework toward MA in Economics

St. John's University  
BA, Economics, magna cum laude