

## PROFESSIONAL SUMMARY

Certified Salesforce Professional with expertise in Sales Cloud, Service Cloud, and process automation. Skilled in analyzing and optimizing business processes, managing data imports, and creating reports, dashboards, and flows. Hands-on experience implementing CRM changes, increasing user adoption, troubleshooting, and technical support.

## CERTIFICATIONS

- ▶ Salesforce Certified Administrator (certification in progress)
- ▶ Salesforce Sales Operations Analyst
- ▶ Salesforce Certified AI Associate

## SKILLS

- ▶ Salesforce Administration: Sales Cloud, Service Cloud, Experience Cloud
- ▶ Salesforce Configuration: Flows, Validation Rules, Process Builder, Workflow Rules.
- ▶ Data Management and Analysis: Data imports/exports, data cleaning, and deduplication.
- ▶ Reports and Dashboards: Dashboard and Report Customization, MS Power BI
- ▶ Third-party Integration Apps: DocuSign, Workato, Zapier, Make.com, Mulesoft.
- ▶ Third-party Business Apps: Monday.com, ClickUp, Notion, FreshDesk, HubSpot.

## EXPERIENCE

### Agrius IT, Sales Operations Analyst

Abu Dhabi, United Arab Emirates

August 2024 - Present

*Sales Operations Analyst for a global business with offices across the UAE, Pakistan, and Sri Lanka, working with the UAE Sales Team.*

- ▶ Analyzing Sales processes and trends to identify opportunities for process improvements and optimization.
- ▶ Collaborated with cross-functional teams to gather business requirements and improve collaboration efficiency by 15%.
- ▶ Integrated Salesforce with various third-party tools, reducing manual work by 60% and improving data accuracy by 20%.

### Mideast Data Systems, Customer Success Manager

Abu Dhabi, United Arab Emirates

January 2024 - July 2024

*Customer Success Manager for a system integrator group company within their partnership with monday.com solution.*

- ▶ Responsible SME for adaptation of monday.com CRM, Work Management, and Project Management solutions.
- ▶ Worked as a dedicated onboarding consultant for enterprise customers across real estate, IT, and Retail industries.
- ▶ Implemented Monday.com solutions, building automation workflows, and dashboards and increasing user experience and adoption.

### Mideast Data Systems, Inside Sales Executive

Abu Dhabi, United Arab Emirates

June 2022 - December 2023

*Inside Sales Executive within the monday.com partnership working along with account managers and customer success managers.*

- ▶ Generating and qualifying leads to the enterprise licensing of monday.com products.
- ▶ Collaborating with senior sales teams to develop effective sales strategies and assigning qualified opportunities.
- ▶ Providing pre-sales consultations, product demos, and sales pitch presentations for prospects.

### Tranetech Software Solutions, Business Development Executive

Abu Dhabi, United Arab Emirates

May 2021 - June 2022

*Business Development Executive within a software company that provides customized ERP solutions and digital marketing services.*

- ▶ Collaborated with marketing teams to generate qualified leads through cold calling, emails, and LinkedIn prospecting.
- ▶ Provided sales presentations for clients and demonstrated customized cloud ERP solutions with technical requirements.
- ▶ Increased the number of qualified opportunities generated monthly by 30% consistently by identifying new customers.

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## EDUCATION

Hawassa University — Bachelor's Computer Science

Trailhead by Salesforce – Ranger Rank, 20 Superbadges, 160 Badges

## HOBBIES AND INTERESTS

- ▶ Self Improvement Activities
- ▶ Building Computers and Gaming

## PROJECTS

### Tech Company Project Management + Partner Management Solution, Abu Dhabi

October 2023 — December 2023

- ▶ Collaborated with stakeholders at a system integrator company to design and
- ▶ implement project management processes for UAE, KSA, and Bahrain sales teams
- ▶ managing customer and partner projects.
- ▶ Developed automated workflows to enhance team efficiency and performance
- ▶ using monday.com CRM, Microsoft Teams, and Outlook.
- ▶ Delivered end-user training, prepared detailed documentation, and created
- ▶ tailored training videos to ensure seamless solution adoption.

### AV Distributor Company CRM + Task Management Solution, Dubai

March 2023 — May 2023

- ▶ Designed a custom CRM solution for the sales team of an audio-visual technology
- ▶ distributor in Dubai.
- ▶ Collaborated with developers to integrate internal tools, enhancing system
- ▶ functionality and team performance.
- ▶ Created insightful dashboards for sales leadership and trained super users to build
- ▶ custom reports, and dashboards, and manage the system effectively.

### Real Estate Company CRM Solution, Abu Dhabi

October 2022 — December 2023

- ▶ • Tailored monday.com CRM solutions for two real estate companies in Abu Dhabi,
- ▶ optimizing pipeline management for sales coordinators.
- ▶ • Facilitated data cleansing and migration to ensure accurate and seamless
- ▶ transitions.
- ▶ • Conducted comprehensive user training and provided customized support for
- ▶ super users based on their specific needs.