

INGABIRE PACIFIQUE

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ABOUT MYSELF

Salesforce CRM Specialist | Sales & Business Development | Customer Support

Salesforce CRM expert skilled in sales operations, business development, and customer support. Proficient in optimizing sales processes, automating workflows, and managing pipelines to drive B2B/B2C growth. Strong in consultative selling and customer engagement, ensuring satisfaction and loyalty. Passionate about aligning CRM strategies with business goals for efficiency and success.

CORE COMPETENCIES

Expertise

- Salesforce CRM Customization & Management | Customer Relationship Management
- Lead Generation & Prospecting | Outbound Sales & Client Engagement
- Sales Funnel Management & Reporting | Data Reporting & Dashboards
- Consultative & Solution-Based Selling | Negotiation & Deal Closing
- Client Support & Issue Resolution | Market Research & Opportunity Creation
- Team Collaboration & Leadership | Process Improvement & Problem Solving

WORK EXPERIENCE

Lead Generation Specialist

Anywhere Healing [08/2024 – 01/2025]

City: Kigali | Country: Rwanda

- Market Research & Lead Identification: Conducted research to identify trends and customer needs.
- Sales Strategy Development: Refined sales strategies and optimized the sales funnel.
- Lead Engagement & Outreach: Boosted client engagement by 25% through outreach strategies.
- CRM Utilization: Managed CRM records (Salesforce, SendPulse) for lead tracking.
- Sales Data Analysis: Analyzed data to refine strategies and improve acquisition.

Sales Apprentice

BAG [09/2024 – 10/2024]

City: Kigali | Country: Rwanda

- Market Research & Strategy: Identified trends, customer needs, and competitor strategies to refine sales strategies.
- Sales & Lead Generation: Optimized lead generation and sales funnel processes for better results.
- Sales Pitch & Presentation: Delivered impactful sales pitches, boosting conversion rates by 20%.
- Data Analysis & Strategy: Analyzed sales data to refine strategies and improve client engagement.

Virtual Assistant (VA) Apprenticeship

Africa Leadership Xccelerator (ALX) [07/2024 – 09/2024]

City: Kigali | Country: Rwanda

- Clerical & Admin Support: Managed filing, data entry, and document preparation for smooth operations.
- Client Management: Oversaw client accounts, appointments, and correspondence for timely communication.
- Customer Support: Handled inquiries via phone, email, and chat, ensuring prompt issue resolution.
- Event & Office Coordination: Organized team events and optimized office management for efficiency.
- Database Maintenance: Maintained client records, ensuring confidentiality and data security.

Salesforce CRM Administrator (Apprenticeship)

Africa Leadership Xccelerator (ALX) [05/2023 – 03/2024]

City: Kigali | Country: Rwanda

- Salesforce Automation: Streamlined workflows for lead tracking, data entry, and efficiency.
- CRM Customization & Management: Tailored Salesforce for business needs and data accuracy.
- Reporting & Analytics: Created dashboards and reports to drive data-driven decisions.
- User Support & Training: Provided troubleshooting and training for CRM users.
- Data Quality Assurance: Conducted audits to maintain accurate CRM records.

EDUCATION AND TRAINING

Sales Apprenticeship

BAG [09/2024 – 10/2024]

City: Kigali | Country: Rwanda

Virtual Assistant (VA)

AFRICA LEADERSHIP XCELERATOR (ALX) [07/2024 – 09/2024]

City: kigali | Country: Rwanda

Organizational Leadership and Management

McKinsey Academy [05/2024 – 07/2024]

City: New York | Country: United States

Digital Marketing

IHUZO e Business Academy [05/2024 – 07/2024]

City: kigali | Country: Rwanda

Salesforce AI associate & Salesforce Administrator & Associate (CRM)

Trailhead by Salesforce [05/2023 – 03/2024]

City: San Francisco | Country: United States

Civil Engineering

Kigali Independent University [09/2019 – 12/2022]

City: kigali | Country: Rwanda

TECHNICAL SKILLS

Technology & Tools

 CRM & Sales Tools: Salesforce, HubSpot, SendPulse

 Sales & Lead Generation: Outbound Sales, Prospecting, Funnel Management

 Market Research & Analytics: Google Analytics, SEMrush, Ahrefs

 Email & Campaign Management: MailChimp, Salesforce Campaigns

 Data & Reporting: Google Workspace, Microsoft Office (Excel, PowerPoint, Word)

 Communication & Collaboration: Zoom, Teams, Slack

 Scheduling & Productivity: Calendly, Google & Outlook Calendar

LANGUAGE SKILLS

Mother tongue(s): KINYARWANDA

Other language(s):

English

LISTENING C2 **READING** C2 **WRITING** C2

SPOKEN PRODUCTION C2 **SPOKEN INTERACTION** C2