

Nubar Kestekyan

Strategic Customer Relationship Management (CRM) systems Leader with 8+ years of experience driving enterprise-wide Microsoft Dynamics 365 and Power Platform initiatives. Proven expertise in leading cross-functional teams, optimising customer operations, and driving digital transformation to enhance revenue, adoption, and customer satisfaction. Adept at aligning CRM technology with business strategy, managing stakeholder relationships, and delivering measurable business outcomes.

Work History

2019.05 -
2023.03

CRM Strategy & Operations Manager (Official Title: CRM Manager)

Hyve Group PLC

- Delivered Dynamics 365 and integrated business application solutions to users in five countries.
- Optimised application usage and onboarding by identifying bottlenecks and fostering continuous improvement, leading to a 15% increase in sales revenues.
- Led UX improvement initiatives with a strong emphasis on personalised user journeys, workflow automation, and integrations, collectively resulting in a 20% increase in user satisfaction.
- Designed and implemented comprehensive training programmes that resulted in a 35% increase in user adoption rates for newly launched features within three months of implementation, thereby enhancing overall business unit performance.
- Established a culture of continuous improvement by regularly reviewing and updating CRM processes and strategies.

2016.09 -
2019.05

CRM Specialist – Operations & Support (Official Title: CRM Administrator)

Hyve Group PLC

- Provided Tier 2 and Tier 3 CRM support, troubleshooting and resolving complex technical and operational issues.
- Enhanced CRM efficiency through optimising data integrity, enhancing workflows, and ensuring system scalability.
- Led the development of bespoke reports and dashboards, providing actionable insights to stakeholders and enhancing decision-making processes.
- Collaborated with cross-functional teams to implement the best practices for CRM management, thereby contributing to strategic planning discussions.
- Conducted regular CRM audits to ensure GDPR compliance and alignment with company policies.

2016.06 -
2016.09

Sales Assistant

YEM Fuarcılık A.S.

- Conducted market research and identified over 25 potential clients each week, enhancing the CRM system with precise lead data for targeted sales outreach.
- Developed over 10 sales presentations and more than five customised proposals each month, directly contributing to the success of the sales team during client meetings.
- Optimised sales operations by streamlining the distribution of business cards, ensuring that all team members had the necessary materials for networking events.

Data Specialist

YEM Fuarcılık A.S.

- Validated incoming data against quality standards to eliminate irrelevant or unusable information.
- Reviewed and updated client correspondence files and database information to ensure that accurate records are maintained.
- Organised documents by arranging forms, making photocopies, filing records, preparing correspondence, and compiling reports.
- Optimised data quality by developing and continuously improving data collection and automating upload strategies.

Contact

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Education

Bachelor of Business Administration (BBA) in Tourism Management

Haliç University, Istanbul | 2011 – 2015

Certifications

Mini-MBA Certificate – International Business Management Institute (IBMI)

Project Management & Strategic Management – IBMI

Azure DevOps Fundamentals – Udemy

Fundamentals of Microsoft PowerApps & Power Automate – Udemy

Continuous upskilling in CRM strategy, digital transformation, and team leadership through professional certifications and practical experience.

Skills

CRM & Business Applications

- Microsoft Dynamics 365 (Sales, Customer Service, Marketing)
- Power Platform (PowerApps, Power Automate, Power BI, Power Virtual Agents)
- Model-Driven Apps
- HubSpot CRM
- Customer Experience (CX) Strategy

Leadership & Strategy

- Cross-functional Team Leadership & Stakeholder Management
- Agile & Scrum Project Management
- CRM Strategy & Optimisation
- User Training & Change Management
- Change Enablement
- Business Process Design
- Digital Transformation Strategy
- Customer Journey Mapping

Data & Compliance

- User Adoption Metrics & Reporting
- GDPR Compliance & Data Governance
- Stakeholder Engagement
- KPI Dashboards & Visualization
- Customer Data Analytics