CAMILA MORALES

CRM Product Manager

@ CONTACT

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- 📞 (123) 456-7890
- 📍 Los Angeles, CA
- in LinkedIn

🎓 EDUCATION

Bachelor of Science
Business Administration
University of Southern California

- 📅 2013 - 2017
- 📍 Los Angeles, CA

⭐ SKILLS

- Salesforce
- HubSpot
- Zendesk
- Tableau
- Google Analytics
- Zapier
- Jira
- Optimizely
- AWS
- Slack

👤 WORK EXPERIENCE

CRM Product Manager
TikTok

📅 2023 - current   📍 Los Angeles, CA

- Built reporting dashboards in Tableau, providing real-time insights that helped **increase conversion rates by 5.7%** across marketing campaigns
- Negotiated with third-party vendors to optimize AWS infrastructure costs, saving $147K per year in cloud expenses
- Overhauled internal CRM workflows in Jira, reducing ticket resolution bottlenecks and increasing team productivity by an average of 19 hours per month
- Upgraded the CRM data hygiene process, using Zapier to automate deduplication, reducing redundant records by 22% within six months

CRM Administrator
Salesforce

📅 2020 - 2023   📍 Los Angeles, CA

- Analyzed customer journey data in Google Analytics, identifying touchpoints that increased engagement metrics for key audience segments
- Implemented a new Zendesk ticket routing process that accelerated customer support resolution from 17 to 8.4 hours
- Managed a complete overhaul of user roles and permissions in Salesforce, reducing unauthorized data access instances by 41% in compliance audits
- **Processed 276,290+ customer records**, identifying duplicate entries and reducing CRM database size by 34% over four months

CRM Analyst
Riot Games

📅 2017 - 2020   📍 Los Angeles, CA

- Convinced product teams to utilize Optimizely for testing email campaigns, increasing CTR by 4.3% in key segments
- Systematized feedback collection for live game events, helping development teams resolve player-reported issues 2.7 times faster
- Formulated an automated lead qualification scoring system in HubSpot, boosting sales team efficiency and **increasing revenue by $5,248/sales rep**
- Integrated Slack notifications for real-time CRM updates, reducing missed high-priority player support issues and improving resolution speed by 5.6 hours on average