

Tatiana Wasbin

Business Operations Specialist

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Profile

Organized and self-motivated operations professional with 10 years of experience in project coordination, business analysis, and sales operations. Known for driving process improvements, data-driven decision-making, and reliable cross-functional collaboration. Skilled in creating sales reports, maintaining performance dashboards, and tracking KPIs to support leadership. Experienced in managing databases, ensuring data accuracy, and streamlining workflows to improve team efficiency and client communication.

Professional Experience

Operations Coordinator, *Hive Gaming*

12/2022 – Present
Encinitas, CA

- Collaborate with the CEO to identify, define, and monitor sales KPIs
- Compile and analyze reports on revenue, customer acquisition, and pipeline
- Streamline processes related to sales workflows and client communication
- Create detailed sales reports, performance metrics, and dashboards
- Partner with sales, marketing, and finance teams to provide operational support on cross-departmental projects

Business Process Analyst, *Flock Freight*

03/2022 – 12/2022
Encinitas, CA

- Improved sales operation processes to enhance data accuracy and reporting
- Developed data-driven solutions to optimize resource allocation
- Drove campaign to increase SaaS engagement and improve visibility into KPIs
- Analyzed sales data to identify areas for improvement and forecasting accuracy
- Collaborated cross-functionally with sales, marketing, and product teams to implement best practices and enhance CRM usage

Administrative Assistant, *White Water Reality*

08/2014 – 05/2021
San Clemente, CA

- Provided administrative support to sales team and directly to executives
- Processed financial data, executed payroll, and performed reconciliations
- Led a data migration project that improved customer retention and reduced operational costs through accurate data management

Education

Anthropology, *San Diego State University*

2021

Skills

Sales Operations Support | CRM Systems | Data Analysis | KPI Tracking & Reporting |
Project Coordination | Microsoft Suite | Effective Communication | Sales Territory Planning