

# Tatiana Wasbin

## Business Operations Analyst

✉ wasbintatiana@gmail.com 📞 (949) 412-3639 📍 Carlsbad, CA

🌐 tatianawasbin.com 🔗 linkedin.com/in/tatiana-wasbin



### 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, performance dashboards, and KPI tracking to support executive 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

- Created detailed sales reports, performance metrics, and dashboards
- Collaborated with the CEO to identify, define, and monitor sales KPIs
- Compiled and analyzed reports on revenue, customer acquisition, and pipeline
- Streamlined processes related to sales workflows and client communication
- Partnered with sales, marketing, and finance teams to provide operational support on cross-departmental project

#### **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 a 140% increase in SaaS user engagement and improved visibility into KPIs
- Analyzed sales data to identify areas for improvement and forecasting accuracy
- Collaborated cross-functionally with sales, marketing, and customer success 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

**Biological Anthropology**, *San Diego State University*

San Diego, CA

### Skills

Sales Operations Support | Salesforce | Data Analysis | KPIs and Performance Metrics |  
Project Coordination | Microsoft Office Suite | Effective Communication | Sales Territory Support