

HERMA CORNIBERT-FRANCIS

Customer Relationship Management (CRM) Consultant

Sun City Center, Florida | 727-2530321

[Email](#) | [LinkedIn](#) | [Trailblazer](#) | [Salesforce Process Improvement Project](#)

Experienced CRM Consultant with 15 years in financial services leading teams on business process transformations that resulted in more than 200% growth in clients won and 300% in revenue. Certified Salesforce Administrator and Business Analyst helping clients scale and grow their business operations by making efficient use of their Salesforce implementations.

EXPERIENCE

Functional Consultant | Crescent Digital | Remote, August 2022 - November 2022

- Implemented standard solutions within Salesforce and performed Quality Assurance & User Acceptance testing.
- Managed user stories in Salesforce's Agile Accelerator tool and designed standard solutions to correct system inefficiencies.
- Provided business analysis on a CPQ (Configure, Price, Quote) implementation for a top multimedia corporation and Financial Services Cloud for a leading financial institution.

Recoveries Officer | First National Bank, St. Lucia, September 2019 - June 2021

- Stabilized >95% of accounts that were at high risk of default.
- Achieved 2/3 reduction of NPL's (non-performing loans) by negotiating payment plans.
- Maintained accurate customer account statuses and information in accordance with new changes.

Operations Manager | Mabouya Valley Credit Union, St. Lucia, March 2010 - August 2019

- Transformed the Credit Union's historical revenue losses to steady profit within 1 year of leadership while managing the client facing teams.
- Created best practice models that tripled the asset base and reduced delinquency by > 80%.
- Developed accounting control procedures and led process improvements which increased client membership by over 200%.
- Managed all support tickets for the Financial Management Information System (EMORTELLE).

EDUCATION

Business Analytics Nanodegree | Udacity | Online Learning, March 2023 - present

Descriptive Statistics · Business Metrics · Excel Modeling · SQL · Data Visualizations · Tableau

Certified Business Analyst | Salesforce | Online Learning, October 2022

Journey Mapping · Innovation Ideation & Prototyping · Process Mapping · User Acceptance Testing

Certified Administrator | Salesforce | Online Learning, August 2022

User Management · Data Security · Formulas & Validations · Data Management · Reports & Dashboards

PROJECTS

Clicked Business Analyst/ Admin Team Sprint | Process Improvement Project | February – March 2023

- Improved the internal process of the company to secure sponsors for the TrailblazerDX conference using the Salesforce CRM platform.
- Successfully created a minimum viable product for review by stakeholders.

Udacity Business Analytics Nanodegree | Industrial & Materials Sector Analysis | March – July 2023

- Performed analysis of companies and created visual tools to communicate the results in informative ways.
- Calculated summary statistics, business metrics, and used models to forecast future growth prospects for companies.

SKILLS

SQL · Tableau · Data Visualization · Data Analytics · Agile Project Management · Process Improvement · Financial Analysis · Business Analysis · Change Management · Business Development · Negotiation · Critical Thinking · Relationship Building ·