

# JANE PROFESSIONAL

[professionaljane@mail.com](mailto:professionaljane@mail.com) | +2547040404 | [www.linkedin.com/a-b-c](http://www.linkedin.com/a-b-c) | Nairobi, Kenya

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## SUMMARY

A seasoned sales and marketing executive with three years' experience in customer relationship management and marketing automation. Also, I am adept at supporting the revenue function in the company to define the CRM strategy and ensure the sales function is set up for success.

## EXPERIENCE

### CRM LEAD, ACME INC.

*May 2020- Present*

- Increased customer engagement by 25% in our SME business vertical by optimizing our customer persona and anchor messaging.
- Revamped omnichannel campaigns and workflows resulting in meetings scheduled growing 10% week over week.
- Spearheaded competitor research analysis resulting in better market intelligence and lower cost of acquisition in a competitive market.

### CRM COORDINATOR, ABC ASSOCIATES

*February 2019- March 2020*

- Implemented better lead qualification increasing the percentage of sales qualified leads resulting in sales by 50%.
- Created a cold outreach playbook with the sales manager for sales representatives to use resulting in a 10% bump in the number of responses week over week.
- Provide market intelligence to the marketing team concerning buying patterns and who to target to increase the number of meetings scheduled in a week.

## SKILLS

### Salesforce CRM

- Manage user administration, assignments, permission, data migrations and processes in Salesforce.

### Tableau

- Develop sales data visualization for sharing with cross-functional teams in Tableau.

## EDUCATION

### MSOMI UNIVERSITY

### BACHELOR OF COMMERCE

*2016-2020*