

# KRISTEN BLANKS

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## PROFILE

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Dynamic and results-driven professional with specialized experience in business analysis, product strategy, and IT project management. Adept at leading cross-functional teams, defining product roadmaps, and driving Agile execution to optimize business processes and system implementations. Proven track record in CRM/ERP integration, workflow automation, and data-driven decision-making, enhancing efficiency and user adoption. Strong stakeholder management abilities, ensuring seamless collaboration between technical and business teams to deliver high-impact solutions.

## CORE SKILLS & COMPETENCIES

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- Stakeholder Engagement
- CRM Integration
- ERP Systems
- Agile Project Management
- Cross-Functional Collaboration
- Data Analytics
- Product Roadmapping
- Contract Lifecycle Management
- Workflow Automation
- Data-Driven Decision Making
- UML & BPMN Process Modeling
- Software Deployment

- **KPI Tracking**
- **Process Improvement Initiatives**
- **Jira & Confluence Management**
- **Feature Prioritization Strategy**
- **IT Project Execution**
- **Change Management**
- **Technical Documentation**

## WORK EXPERIENCE

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**Advanced Sterilization Products (ASP)** | Remote *Business Systems Analyst* | Jan 2025 – Present

- Spearheaded Salesforce CRM transformation, driving 35% higher user adoption and improving customer service responsiveness through process automation and streamlined workflows.
- Directed cross-functional teams in implementing technology solutions, optimizing Salesforce migration to boost productivity by 20%, enhance incident resolution by 40%, and reduce bottlenecks by 25%.
- Executed Agile Scrum and refined the Software Development Lifecycle (SDLC), reducing release timelines by 25% in Jira-managed sprints.
- Optimized contract renewal processes, cutting manual work by 50% and boosting renewal rates by 25%.

**Accruent** | Remote *Business Systems Analyst* | Jan 2021 – Dec 2024

- Developed and executed a Salesforce CRM roadmap, enhancing system utilization, streamlining business workflows, and leading a company-wide CRM migration with seamless adoption.
- Integrated DocuSign CLM and automated renewal workflows, slashing contract processing time by 30%, reducing turnaround time by 40%, and improving revenue retention by 25%.
- Steered requirements gathering and user testing, ensuring technology solutions aligned with business needs, compliance standards, and operational efficiency.

**JB Hunt** | Lowell, AR *Application Support Analyst* | Jan 2020 – Dec 2020

- Managed logistics application testing and deployment, implementing workflow enhancements that increased stability, reduced downtime by 20%, and significantly enhanced team productivity.
- Designed end-user training programs, boosting proficiency by 25% and reducing task completion time by 15% while incorporating stakeholder feedback to enrich training effectiveness and user satisfaction by 10%.

## EDUCATION

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**Bachelor of Science in Information Systems** University of Arkansas at Grantham

## TOOLS & TECHNOLOGIES

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- **Project Management & Collaboration Tools:** Jira, Confluence, Smartsheet, Lucidchart
- **CRM & Business Platforms:** Salesforce CRM, DocuSign CLM, Ironclad CLM, Zendesk, Microsoft Office
- **Technical Skills:** SQL, Python, JavaScript, HTML5/CSS, UML, BPMN, Windows & Linux OS