KRISTEN BLANKS

Business Systems Analyst | Salesforce CRM & Process Automation Strategist

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PROFESSIONAL SUMMARY

A results-driven Business Systems Analyst with over 5 years of expertise in architecting and executing digital transformation initiatives. Proven success in leveraging Salesforce CRM, ERP systems, and process automation to drive significant improvements in user adoption, operational efficiency, and revenue growth. An Agile champion adept at leading cross-functional teams, translating complex business requirements into scalable technology solutions, and managing the full project lifecycle from concept to deployment.

CORE COMPETENCIES

- **Business Analysis & Strategy:** Requirements Gathering, Product Roadmapping, Feature Prioritization, Data-Driven Decision Making, Process Improvement, UML & BPMN Modeling
- **CRM & ERP Systems:** Salesforce CRM, ERP Integration, DocuSign CLM, Ironclad CLM, Zendesk, System Migration & Implementation
- **Project Management:** Agile (Scrum & Kanban), Stakeholder Engagement, SDLC Management, Change Management, KPI Tracking, Jira & Confluence
- **Technical Proficiencies:** SQL, Python, JavaScript, HTML5/CSS, Windows & Linux OS, Microsoft Office Suite

PROFESSIONAL EXPERIENCE

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

- Architected a Salesforce CRM transformation that drove a 35% increase in user adoption by automating key workflows and streamlining customer service processes.

- Led a cross-functional initiative to optimize the Salesforce migration, resulting in a 20% productivity boost, a 40% faster incident resolution time, and a 25% reduction in process bottlenecks.

- Championed Agile methodologies, refining the SDLC to shorten release timelines by 25% within a Jira-managed sprint framework.

- Re-engineered the contract renewal process, achieving a 50% reduction in manual effort and contributing to a 25% increase in renewal rates.

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

- Authored and executed a multi-year Salesforce CRM roadmap that enhanced system utilization and guided a seamless, company-wide migration with 100% adoption in the first quarter.

- Engineered the integration of DocuSign CLM, which automated renewal workflows and slashed contract processing and turnaround times by 30% and 40% respectively, directly improving revenue retention by 25%.

- Directed all phases of requirements gathering, user story creation, and UAT to ensure final technology solutions were fully aligned with strategic business goals and compliance mandates.

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

- Coordinated the testing and deployment of critical logistics applications, implementing workflow enhancements that improved system stability and reduced downtime by 20%.

- Developed and delivered comprehensive end-user training programs that elevated user proficiency by 25% and decreased average task completion time by 15%.

EDUCATION

Bachelor of Science in Information Systems University of Arkansas at Grantham