

Niña Peterine Sheen Suico

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PROFESSIONAL SUMMARY

Operations and business systems professional with 7+ years of experience optimizing execution systems, workflows, and client operations across cybersecurity, fintech, crypto, BPO, and B2B technology environments. Specialized in CRM enablement (Salesforce, HubSpot, Zoho), process mapping and SOP design, automation, and analytics-driven decision support. Proven track record improving delivery speed (up to 85% faster turnaround), reducing manual work (up to 70% reduction), improving service quality (up to 35% lift), and lowering procurement costs (18%). Driven by clarity, efficiency, and measurable outcomes in remote and cross-functional environments.

WORK EXPERIENCE

BPO Sales Group	10/23 - Present
Business Operations & CRM Enablement Lead (Official title: Client Service Director)	Remote - USA
<ul style="list-style-type: none">Led business operations and CRM enablement for SME BPO clients, acting as an embedded operations consultant.Designed, configured, and optimized CRM systems across Salesforce, HubSpot, and Zoho.Built automated email workflows using Mailchimp and Zoho Campaigns to support outbound sales and client engagement.Implemented KPI dashboards and automated reporting to improve visibility for leadership and client stakeholders.Standardized SOPs, handoffs, and feedback loops. Improved service quality scores by up to 35%	
Boab IT	10/2023 - 01/2024
Client Operations & IT Service Coordination Analyst	Remote - Australia
<ul style="list-style-type: none">Supported operations for an IT services provider serving Australian law firms. Maintained CRM accuracy and service delivery records.Designed an Employee-of-the-Month automation system using Microsoft Power Automate, Forms, Teams, SharePoint, and Power BI. Reduced manual nomination and reporting work by up to 70%.Provided first-line ticket triage and coordination. Dispatched specialists to ensure rapid resolution and client satisfaction.Strengthened documentation and handoff processes. Reduced handover delays by up to 40% and improved delivery visibility.	
Red Team Partners	08/2022 - 09/2023
Business Operations & Commercial Enablement Lead	Remote - APAC & Europe
<ul style="list-style-type: none">Owned business operations supporting global cybersecurity sales teams across APAC and Europe.Acted as Product Owner for internal sales and procurement systems. Led requirements gathering, UAT coordination, and rollout.Reduced order and vendor turnaround time by 85% and lowered procurement costs by 18% through standardized vendor terms and process redesign.Bridged communication between sales and technical teams, translating constraints into executable workflows. Reduced pre-sales revisions by up to 30%	
Blitz Inc	06/2019 - 07/2022
Fintech Operations & Risk Analyst (Crypto Markets)	Remote - Hong Kong SAR
<ul style="list-style-type: none">Conducted market and regulatory analysis for OTC crypto transactions. Maintained high documentation accuracy and compliance logs.Supported risk management and internal controls. Maintained 98%+ accuracy in transaction documentation (where measured)	
Fast Gateway System	04/2022 - 07/2022
Customer Operations Lead	Remote - Hong Kong
<ul style="list-style-type: none">Managed remote CX operations for a fintech platform, boosting KYC/AML verification accuracy by 30%.Implemented fraud-response tracking dashboards and reporting processes that improved audit readiness.	
Shang-li Information Technology Co. Ltd.	11/2019 - 05/2020
Recruitment Operations Specialist	Remote - Shanghai
<ul style="list-style-type: none">Managed the full recruitment coordination process between Philippine applicants and the China hiring team, handling interview scheduling, tracking, and follow-ups to ensure smooth candidate communication and faster placement turnaround.Developed and maintained applicant tracking spreadsheets in Excel and Google Workspace, improving organization of candidate data and increasing recruitment reporting accuracy by 25%.Supported cross-border hiring operations by streamlining documentation and communication channels, reducing scheduling errors and missed interviews by 30% while enhancing overall recruiter productivity.	
Various Companies	2017-2019

Executive Assistant & Administrative Roles

On-site

- Delivered executive support to CEOs and senior leaders, including calendar management, travel coordination, and process documentation.
- Recognized for maintaining high confidentiality standards and streamlining communication channels.

PROJECTS & PORTFOLIO (Portfolio: xxreina-28.github.io)

- Employee of the Month Automation System
- Pipeline Strategist Agent (Google × Kaggle AI Agents Intensive Capstone)

CERTIFICATIONS

- Certified ScrumMaster (CSM) | Scrum Alliance | 2025
- Lean Six Sigma Yellow Belt | MF Treinamentos | 2025
- HubSpot Reporting & Sales Hub | HubSpot Academy
- Power BI Essential Training | LinkedIn Learning
- Business Analysis & Process Management | Coursera Project Network

SKILLS

CRM, Productivity & Workflow Platforms: Automation & Scheduling: Calendly, Zoom, MS Teams, Slack, CRM Systems: Salesforce, Zoho CRM, HubSpot, Act!, Zendesk, Monday.com, Data Reporting: Power BI, Google Analytics, Tableau, Productivity Suites: Google Workspace, Microsoft Office , Project & Workflow Tools: Asana, Notion, Trello, ClickUp, Jira, Synchro

Client, Technical & Customer Support: Billing & Payment Processing, Customer Onboarding, Documentation Writing, Email & Phone Support, Issue Resolution, KYC/AML Compliance (Crypto & Fintech Context), Live Chat, Ticketing & Helpdesk Systems, UAT Testing

Client Services, Sales & Business Development: B2B Sales Operations & Pipeline Tracking, Client Success, Relationship Management, Retention Strategies, Contract Negotiation, Market Research, Sales Enablement & Order Fulfillment, Upselling, Cross-Selling, and Lead Generation, Vendor & Supplier Coordination

Operations, Administrative & Executive Support: Business Process Optimization & Strategic Planning, Cross-Functional Team Coordination & Communication, Data-Driven Decision Making & KPI Monitoring, Data-Driven Decision Making & KPI Monitoring, Project Management, Recruitment & Talent Acquisition, Report Preparation

Core Competencies: Business Systems & CRM Management, Client Relations, Cross-Functional Collaboration, Data Analytics & Reporting, Digital Transformation, Executive & Operations Support, Process Improvement, Project Coordination, Vendor & Procurement Management, Workflow Automation