

NIÑA PETERINE SHEEN SUICO

Operations & Business Systems Professional

Business Operations · Client Operations · CRM Enablement · Process Automation · Analytics

Kuala Lumpur, Malaysia (Open to Relocation)

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Portfolio: <https://xxreina-28.github.io/>

PROFESSIONAL SUMMARY

Operations and business systems professional with 7+ years of experience across cybersecurity, fintech, crypto, BPO, and B2B technology environments. Specialized in designing and running execution systems that remove operational bottlenecks, improve visibility, and support scalable growth. Strong background in CRM enablement, process optimization, cross-functional coordination, and analytics-driven decision support.

CORE CAPABILITIES

Operations Analysis · Business Operations · Client Operations · CRM Strategy & Enablement · Process Mapping & Workflow Design · Automation & Reporting · KPI Dashboards · SOP Documentation · Cross-Functional Execution Support

PROFESSIONAL EXPERIENCE

BPO Sales Group

Business Operations & CRM Enablement Lead | Nov 2023 – Present

- 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.
- Interviewed, onboarded, and trained Business Development Associates (BDAs).
- Standardized SOPs and handoffs to support scalable client operations.

Boab IT

Client Operations & IT Service Coordination Analyst | Oct 2023 – Jan 2024

- 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 Power Automate and Power BI.
- Provided first-line IT ticket triage and coordination.

Red Team Partners

Business Operations & Commercial Enablement Lead (Cybersecurity) | Aug 2022 – Sep 2023

- Owned business operations supporting global cybersecurity sales teams across APAC and Europe.
- Acted as Product Owner for internal sales and procurement systems.
- Reduced order and vendor turnaround time by 85% and procurement costs by 18%.
- Translated technical constraints into executable operational workflows.

Fast Gateway System

Customer Operations Lead (Fintech) | Apr 2022 – Jul 2022

- Managed customer operations with strong KYC/AML requirements.
- Improved verification accuracy and reporting visibility.

Blitz Inc

Fintech Operations & Risk Analyst (Crypto Markets) | Jun 2019 – Jul 2022

- Conducted market and regulatory analysis for OTC crypto transactions.
- Maintained high documentation accuracy and compliance logs.
- Supported risk management and internal controls.

Blitz Broker

Assistant Instructor (Crypto Operations) | Oct 2021 – Mar 2022

- Delivered training on crypto operations, risk management, and platform usage.

Shang-li Information Technology Co. Ltd.

Recruitment Operations Specialist | Nov 2019 – May 2020

- Coordinated end-to-end recruitment operations across Asia.

- Improved reporting accuracy and scheduling efficiency.

Earlier Career

Executive Personal Assistant · Order Desk Auditor · Data Entry Officer · Customer Service Representative

PROJECTS & PORTFOLIO

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

Portfolio: <https://xxreina-28.github.io/>

CERTIFICATIONS

Certified ScrumMaster (CSM) · Lean Six Sigma Yellow Belt · HubSpot Reporting & Sales Hub · Power BI Essential Training · Google Data Analytics (In Progress)

TOOLS

Salesforce · HubSpot · Zoho · Microsoft Power Automate · Power BI · Excel · Jira · Asana · ClickUp · Notion