Delight Barreca

CRM Analyst

👤 Profile

Results-driven CRM Analyst with 1 year of experience in leveraging data-driven insights and customer relationship management strategies to optimize business processes. Proficient in analyzing customer data, identifying trends, and providing actionable recommendations to enhance customer engagement and drive revenue growth. Demonstrated success in collaborating with cross-functional teams and utilizing CRM tools to support marketing and sales objectives. Adept at managing multiple projects with strong attention to detail and commitment to delivering high-quality work.

💼 Employment History

CRM Analyst at Salesforce Hawaii, HI

Apr 2023 - Present

- Successfully implemented a CRM solution for a major client, resulting in a 25% increase in customer retention and a 15% boost in sales within the first year of implementation.
- Conducted comprehensive data analysis on over 100,000 customer records, identifying key trends and patterns that led to the development of targeted marketing campaigns, increasing overall campaign effectiveness by 20%.
- Streamlined and optimized the CRM system for Salesforce Hawaii, leading to a 30% reduction in data entry errors and a 10% improvement in overall team efficiency.
- Led a cross-functional team to design and launch a new customer loyalty program, which attracted over 5,000 new members within the first three months, increasing customer lifetime value by an average of 18%.

Associate CRM Analyst at Oracle Hawaii, HI

Jul 2022 - Mar 2023

- Successfully implemented a CRM solution for a major client in the retail industry, resulting in a 25% increase in customer retention and a 15% boost in sales within the first year.
- Streamlined the CRM data analysis process by developing automated reporting tools, reducing manual workload by 40% and improving report accuracy by 20%.
- Led a team of three analysts on a project to optimize the CRM system for a large telecommunications client, leading to a 30% improvement in lead conversion rates and a 10% increase in overall revenue within six months.

🎓 Education

Bachelor of Science in Business Analytics at University of Hawaii at Manoa, HI

Sep 2018 - May 2022

Relevant Coursework: Data Analysis, Business Intelligence, Statistical Modeling, Data Visualization, Data Mining, Machine Learning, Predictive

Details

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Links

linkedin.com/in/delightbarreca

Skills

Salesforce proficiency

Tableau expertise

SQL mastery

Python programming

Power BI utilization

Microsoft Dynamics CRM

HubSpot knowledge

Languages

English

Russian

Hobbies

Data visualization

Reading about customer behavior trends

Learning new CRM software and tools