

Rowena Kueper

CRM Manager

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📍 123 Main St, Boston, MA 02116

EDUCATION

Bachelor of Business Administration in Marketing and Customer Relationship Management at Boston University, Boston, MA

Aug 2017 - May 2021

Relevant Coursework: Marketing Principles and Strategies, Consumer Behavior, Digital Marketing, Integrated Marketing Communications, Market Research and Analysis, CRM Systems and Practices, Sales Management, and Services Marketing.

LINKS

[linkedin.com/in/rowenakueper](https://www.linkedin.com/in/rowenakueper)

SKILLS

Salesforce proficiency
HubSpot expertise
Zoho mastery
Microsoft Dynamics adeptness
Pipedrive fluency
Freshsales competency
Insightly command

LANGUAGES

English
German

HOBBIES

PROFILE

A highly organized and results-driven CRM Manager with 2 years of experience in optimizing customer relationships, driving engagement, and maximizing revenue. Proficient in CRM platforms, data analysis, and marketing automation, with a proven track record of developing and executing successful CRM strategies. Adept at collaborating with cross-functional teams to enhance customer experiences and achieve business objectives.

EMPLOYMENT HISTORY

CRM Manager at Salesforce, MA

Feb 2023 - Present

- Successfully increased customer retention rate by 25% within one year by implementing targeted CRM strategies and leveraging data-driven insights for Salesforce's MA clients.
- Boosted lead conversion rates by 35% through the development and execution of personalized email marketing campaigns, resulting in a 20% increase in revenue for Salesforce MA.
- Streamlined internal CRM processes, leading to a 15% reduction in response time for customer inquiries and a subsequent 10% increase in overall customer satisfaction ratings.

CRM Specialist at HubSpot, MA

Aug 2021 - Dec 2022

- Developed and implemented a CRM strategy that led to a 25% increase in customer retention and a 15% boost in sales revenue within the first year at HubSpot, MA.
- Conducted a thorough analysis of customer data, resulting in the identification of key trends and insights that contributed to a 20% improvement in targeted marketing campaigns, generating a 30% increase in lead conversions.
- Streamlined the CRM system by automating key processes and integrating third-party tools, which led to a 40% reduction in manual work, a 10% improvement in data accuracy, and a 5% increase in overall team productivity at HubSpot, MA.

CERTIFICATES

Salesforce Certified Administrator

Jul 2021

HubSpot CRM Certification

Mar 2020

MEMBERSHIPS

Salesforce Trailblazer Community

HubSpot CRM User Group