

Ruthie Batts

Sales Operations Analyst

Profile

Sales Operations Analyst with 2 years of experience in leveraging data-driven insights to optimize sales processes and drive revenue growth. Adept at sales forecasting, pipeline management, and performance analysis, with a proven track record of identifying opportunities for improvement and implementing effective solutions. Strong analytical, communication, and problem-solving skills contribute to successful collaboration with cross-functional teams and streamlined sales operations.

Employment History

Sales Operations Analyst at Salesforce, IN

May 2023 - Present

- Successfully increased sales revenue by 25% in the first quarter by identifying inefficiencies and optimizing sales processes, resulting in a significant boost to the company's bottom line.
- Led the implementation of a new CRM system that streamlined sales operations, reducing the average time spent on administrative tasks by 40% and enabling the sales team to focus more on closing deals.
- Developed and executed a new sales territory strategy that increased market penetration by 15%, leading to higher customer acquisition and retention rates.
- Conducted data-driven sales forecasting, achieving a 95% accuracy rate in predicting quarterly sales performance, enabling better resource allocation and planning.

Junior Sales Operations Analyst at Cummins Inc., IN

Aug 2021 - Mar 2023

- Successfully increased sales revenue by 20% within the first year by streamlining sales processes and implementing new strategies, contributing significantly to the overall growth of Cummins Inc. in Indiana.
- Identified and closed 50+ new business opportunities through comprehensive market research and data analysis, resulting in a 15% increase in market share for the company within the region.
- Reduced operational costs by 10% through the optimization of resource allocation and workflow efficiency, leading to improved profitability and competitiveness for Cummins Inc. in the Indiana market.

Education

Bachelor of Business Administration in Sales and Operations Management at Indiana University Kelley School of Business, Bloomington, IN

Aug 2016 - May 2021

Relevant Coursework: Operations Management, Sales Management, Marketing, Business Analytics, Supply Chain Management, Financial Management, Project Management, and Strategic Planning.

Details

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Links

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Skills

Salesforce proficiency

Excel mastery

Tableau expertise

SQL knowledge

Power BI utilization

CRM management

Data visualization

Languages

English

Spanish

Hobbies

Photography

Gardening

Playing a musical instrument