

PRECIOUS PEREZ

Remote | Revenue Operations • Sales Operations • CRM Systems

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Timezone: CST (Remote)

PROFESSIONAL SUMMARY

Revenue Operations and CRM Systems leader with 9+ years of experience improving data integrity, automation, and forecasting accuracy across distributed teams. Known for managing \$3.5M+ budgets, optimizing lead-to-revenue workflows, and enabling executive decision-making with real-time reporting, compliance automation, and AI-driven insights.

IMPACT HIGHLIGHTS

- Reduced acquisition costs by 30% through automation, speed-to-lead optimization, and vendor QA.
- Improved CRM accuracy and lifecycle governance, cutting routing and attribution errors by 40%.
- Increased CRM adoption by 35% through SOPs, training, and enablement initiatives.

CORE CAPABILITIES

Revenue & Sales Operations: Pipeline governance, lifecycle management, KPI frameworks

CRM & Systems Administration: Salesforce administration, Flows, validation rules, data hygiene, user adoption

Analytics & Reporting: Tableau, Looker Studio, SQL, Python, Google Sheets, Excel, executive dashboards

Process & Project Leadership: SOPs, cross-functional alignment, budget oversight, workflow optimization

Marketing & Lead Operations: Vendor optimization, automation, speed-to-lead, TCPA compliance

PROFESSIONAL EXPERIENCE

Performance Marketing Manager & CRM Administrator | All Season Solar | Remote | 2015–Present

- Owned CRM governance across lead, contact, and opportunity lifecycles, streamlining attribution and routing logic and reducing errors by 40%.
- Established lifecycle definitions, validation rules, and deduplication standards to ensure insight-ready data.
- Designed CRM automations and system integrations that shortened processing time and eliminated manual handoffs.

- Implemented speed-to-lead workflows using predictive dialers and AI chatbots, lowering appointment costs by 15%.
- Managed \$3.5M+ annual acquisition budget, optimizing vendor mix and improving ROI by 30% through performance analysis.
- Built KPI frameworks directly linking marketing spend to downstream sales outcomes.
- Automated TCPA and lead-quality compliance workflows, reducing wasted spend and optimizing vendor delivery
- Delivered executive dashboards providing real-time visibility into pipeline health, vendor performance, and conversion trends.
- Improved forecasting accuracy by aligning CRM metrics across Sales, Marketing, and Finance.
- Partnered with Sales, Marketing, Applications, and technical teams as the operational liaison, aligning CRM metrics with quarterly forecasting and executive revenue strategy.
- Authored SOPs, playbooks, and training materials, increasing CRM adoption by 35%.

Executive Administrative Assistant | NFF Construction Inc. | Pleasantville, NJ | 2008–2015

- Built project tracking and reporting systems that improved documentation accuracy while managing contracts, proposals, and financial workflows for 100+ commercial projects.
- Supported forecasting, scheduling, and compliance initiatives across multiple concurrent projects.

TECHNICAL PROFICIENCIES

CRM & RevOps Platforms: Salesforce, LeadMaster

Automation & Integrations: Salesforce Flows, LeadConduit, CallTools, Hatch

Analytics & Visualization: Tableau, Looker Studio, SQL, Google Sheets, Excel

Compliance & Validation: TCPA, TrustedForm, Suppression Lists

Financial & Admin Systems: QuickBooks, Sage 100 Contractor

Tech Stack Snapshot: Salesforce, Tableau, Looker Studio, SQL, Python, QuickBooks, Microsoft 365, Google Suite

CERTIFICATIONS

Salesforce Certified Administrator (ADM-201)

Salesforce Agentforce Specialist

Salesforce Certified Associate

Google Data Analytics Professional Certificate

EDUCATION

B.S. Computer Systems & Information — Southern New Hampshire University (Expected 2028, 3.9 GPA)

Commercial Art Technology — Miami Dade Community College