

Pamela Flores

CRM Consultant

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CRM consultant with six years of experience configuring Salesforce and Microsoft Dynamics for sales and service teams. Increased pipeline visibility by 45% and customer-retention rates by 12%.

KEY SKILLS

- Salesforce & Dynamics 365
- Sales-cloud & service-cloud
- Process mapping & automation
- Report/dashboard creation
- End-user enablement

PROFESSIONAL EXPERIENCE

CRM Consultant | May 2017 – Present
Accenture, Boston, MA

- Led Salesforce Sales Cloud implementations for 4 clients, boosting pipeline accuracy to 95%
- Automated lead-assignment logic, increasing follow-up response rates by 30%
- Integrated Dynamics 365 with ERP, enabling 360° customer views

CRM Analyst | August 2014 – April 2017
Slalom Consulting, Boston, MA

- Conducted business-process mapping and requirements gathering for CRM redesign
- Built custom reports and dashboards, empowering sales leaders with real-time KPIs
- Provided end-user training and documented SOPs

EDUCATION

BS Information Systems
Northeastern University, Boston, MA May 2014