**Michael H. Liles**

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**Career Objective:**

To get a CRM Business Analyst position at a reputed and large departmental store retail chain and help the store in reaching operational and financial goals by reviewing and making effective changes in policies and procedures.

**Summary of Skills:**

* Strong business analysis experience in retail store environment
* Experience in working with CRM business software
* Excellent IT, customer service, and communication skills
* Ability to develop and sustain business relationships with clients
* Ability to reduce the communication gap between customers and management
* Skilled in identifying business requirements and processing business documents

**Work Experience:**

CRM Business Analyst

Star Departmental Store, Portland, OR

November 2013 - Present

* Developing marketing strategies and conducting marketing campaigns for growing customers database
* Reviewing weekly and monthly purchase trends and controlling inventory
* Entering sales, purchase, and other data into the CRM system
* Preparing business proposals and convincing investors for investments
* Coordinating between sales, IT, logistics team, and customers
* Providing business and technical support to the management

CRM Business Analyst

Arrow Store, Portland, OR

March 2012 - October 2013

* Managed and analyzed sales records, purchase orders, and customer data
* Conducted several campaigns and analyzed the success rate for business
* Monitored customers' behavior and product preferences and used in inventory
* Drafted attractive offers for festive seasons and increased footfalls for the store
* Trained sales and support team in improving customer service
* Implemented and coordinated changes with all the departments

**Education:**

* Bachelor's Degree in Business Administration
ABC University, Portland, OR
2010
* Diploma In Database Management
ABC University, Portland, OR
2011

**Reference:**

On request.