

POOJA YADAV

SALES OPERATIONS-RENEWALS

PROFILE

Sales Operations Analyst with 5+ years of experience driving operational efficiency across APAC and emerging markets. Skilled in end-to-end order management, quoting, renewals, revenue operations, and Q2C processes. Proficient in Salesforce, NetSuite, Clari, Power BI, and MS Office Suite. Adept at improving forecasting accuracy, ensuring order integrity, identifying upsell/cross-sell opportunities, and collaborating with Sales, Finance, and Operations to support business growth. Known for strong analytical, communication, and problem-solving skills with consistent performance under pressure.

CONTACT

Pooja563hotmail@gmail.com

www.linkedin.com/in/pooja-yadav-23rd

8591524025 /9769957479

305, D Wing, Sundaram Complex, Shelu, Bandhivili-410101.

EXPERIENCE

SALES OPERATION SPECIALIST - COHESITY INDIA

DECEMBER 2022 – PRESENT

- Acted as the **primary point of contact for APAC/Emerging regions order operations**, ensuring regional compliance, timely processing, and issue resolution.
- Attains Events/exhibition on request from management with Sales team.
- Work on **quoting** to send out in timely manner to our vendors (Channel/ Distributor/ Reseller/ End Customer)
- **Collaborated cross-functionally** with Sales, Finance, and accounting teams to enforce order booking guidelines and support end-to-end order management processes.
- Managed **month-end and quarter-end close activities**, including order validation and processing via **CloudDesk**, ensuring accurate revenue recognition for our team.
- **Supported Sales teams (10-15pp)** with **customer insights and order data analysis**, enhancing sales forecasting and customer engagement effectiveness.
- Maintained detailed records of customer interactions and renewal status to ensure high **customer retention and renewal forecasting accuracy**.
- Utilized **Clari/Power BI insights** to identify cross-sell and upsell opportunities, contributing to pipeline growth and improved **sales conversion metrics**.
- Ensured order integrity by validating against **pricing, policies, and product guidelines**, minimizing errors and booking discrepancies.

SALES SUPPORT SPECIALIST -DKSH INDIA

JULY 2021 – SEPTEMBER 2022

- Managed **Customer Creation Forms (CCF)** to support accurate processing of **Customer, Material, Supplier, and Vendor Master Data** within enterprise systems.
- Prepared and processed key operational documents including **delivery instructions, proforma invoices, and purchase requests**, aligned with **Standard Operating Procedures (SOPs)**.
- Coordinated with **commercial and billing teams** to streamline order processing and resolve documentation discrepancies efficiently.
- Managing Indent (Import) documentation for the APAC region.

ACTIVITIES AND INTERESTS

Theater • Environmental conservation •Art • Hiking • Fishing• Travel

EDUCATION

BACHELOR OF SCIENCE IN CHEMISTRY

MUMBAI UNIVERSITY

JUNE 2018

DIPLOMA INHOSPITALITY SERVICE MANAGEMENT

TISS UNIVERSITY

July 2016-17

CERTIFICATION IN POWER BI AND CLARI - UDEMY

May2024

KEY SKILLS AND CHARACTERISTICS

- MS OFFICE SUITE
- SFDC CLARI NETSITE
- Pipeline Analysis
- REVENUE RECOGNITION
- REPORTING&DASHBOARD
- FORECASTING
- Process Optimization
- Order Management
- CustomerLifecycle Management

- Collaborated with internal and external stakeholders to ensure smooth delivery, improving **customer satisfaction and service delivery timelines**.

SALES OPERATION ADMINISTRATOR – YOUGOV

JANUARY 2021 – JULY 2021

- Maintained strong relationships with existing customers to ensure high **satisfaction and contract renewal rates**.
- Coordinated with Sales teams to resolve outstanding **sales order queries**, ensuring smooth order fulfillment and customer service.
- Liaised with Finance and cross-functional teams to manage **complex sales orders**, including **multi-country deals, intercompany sales orders, and purchase order creation**.
- Manually assigned or re-assigned **leads and accounts** where systematic territory management was not applicable.
- Audited and updated **account and opportunity data** in Salesforce, ensuring accuracy of **account hierarchies, open opportunities, and contact records**.
- Ensured alignment between **Salesforce and NetSuite**, maintaining data consistency for **customer records, closed-won deals, and order data**.
- Created and maintained **operational reports** for Sales and Sales Management to support accurate **forecasting and business reviews**.

SALES ADMINISTRATOR – CARL ZEISS

OCT 2018- MARCH 2020

- Handling customer complaints (Voice/Chat) and assigning to appropriate Field Engineers as per the location i.e. for - West Territory of (India)includes Maharashtra, Gujarat, Goa, Rajasthan and some part of Madhya Pradesh.
- Handling customer queries, escalations via chats , calls and emails.
- Maintaining a high level of professionalism and empathy in all interactions with customers.
- Arranging sales meets for forecast call and meeting.
- Responding to customer inquiries, troubleshooting issues and resolving problems effectively and efficiently.
- Maintaining reports for service call an updates.