# Peter Cabrera

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## WORK EXPERIENCE

**MarginEdge**                                                                 2021 – 2022
*Sales Operations Analyst*                                                      *Remote*

- MarginEdge's restaurant management SaaS gives a real-time view into food costs, & automates back-office ops.
  - 100% YoY revenue growth, 4,000+ B2B food industry customers, $70M+ raised in equity.
- Increased sales close rate by 30% and reduced monthly stuck opportunities by 75% by analyzing sales data.
- Identified and eliminated duplicated efforts, automated manual processes (Flows, Process Builder), and created detailed documentation for all reports and dashboards.
  - **Key Result:** reduced time required to prepare monthly / quarterly reports and dashboards by 40%.
- Performance analysis, tracking, and executive suite reporting for core KPIs, sales pipeline, and forecasts.
  - **Key Result:** increased forecast accuracy by 25%.
- Automated Salesforce lead routing system with zero AppExchange dependencies or third-party licensing costs.
  - **Key Results:** 50% higher lead conversion, plus reduced inbound lead response time from 5h to 20m.
- Cut monthly Salesforce AppExchange costs from $4,000/month to $100/month without loss of functionality.
- Lead CRM administration, troubleshooting, user training, and day-to-day administration of sales systems and platforms (e.g., Salesforce CRM, HubSpot, Gong, Outreach, Zapier) for 150+ users.

**Millennium Corporation**                                                     2017 – 2021
*Sales Operations Analyst*                                                      *Arlington, VA*

- Improved sales forecast accuracy by 30% by defining and optimizing new sales KPIs.
- Reduced monthly data errors by 98% by implementing a data integrity and auditing strategy for Salesforce CRM.
- Planned & executed a successful CRM migration from SharePoint to Salesforce for 200 users with 0 downtime.
- Lowered ad hoc reporting requests by 80% by deploying a unified, on-demand, 24/7 reporting infrastructure.
- Decreased training time for new sales operations hires by 40% via comprehensive technical documentation.
- Designed a new ticket tracking system within Salesforce that reduced CRM issue avg. time to resolution by 80%.

**OST, Inc.**                                                                  2010 – 2017
*Sales Operations Analyst | 2015 – 2017*                                        *McLean, VA*

- Led all sales research, data analysis, and business intelligence projects for a team of 4 analysts.
- Data analysis, competitive analysis, bid strategies, & recommendations for daily Bid/No-Bid C-Suite meetings.
- Technical lead for zero-downtime CRM migration from Salesforce to Microsoft Dynamics for 100+ users.

*CRM Lead & Business Development Analyst | 2010 – 2015*

- Performed all Salesforce administration activities for 75 users, including user & profile administration, training, troubleshooting, reporting and dashboards, data cleansing, workflows/automations, object and field creation.
- Eliminated 80% of dependencies on AppExchange packages by replicating functionality with native SF tools.

## EDUCATION

**The College of William & Mary**                                              2006 – 2010
*Major: English*                                                               *Williamsburg, VA*

## CERTIFICATIONS, SKILLS, & INTERESTS

- **Technologies:** Salesforce.com (SFDC), AppExchange, Power BI, Tableau, HubSpot, Zapier, Gong, Outreach, Jira, Confluence, SharePoint, Excel (Advanced), Outreach, SQL, Python (basic), Microsoft Office 365
- **Skills:** Sales Operations, Data Analysis, Sales Analytics, Sales Strategy, Salesforce Administration, Customer Relationship Management (CRM), Technical Documentation, GTM Strategy, Process Improvement, User Training, Enterprise Reporting, Business Intelligence, Data Modeling, Sales Forecasting
- **Interests:** Playing the mandolin, Nationals Baseball, building a homelab