



Harris P. Sierra

101 Carigma St. Tanag, Antipolo City, Philippines
harrispsierra@gmail.com
+63 956 978 6590

SUMMARY

- Works at Accenture as a Field HR Senior Analyst
- With advanced skills in MS Excel (Macro, Power Query, Lookup, Pivot, Charts etc.), and other Microsoft office applications.
- With 2-3 years experience in using CRM/Tools such as Salesforce, Marketing Cloud, Social Studio and Meltwater.
- Highly knowledgeable in creating reports, visualizations using Power BI and Excel, providing data analysis and insights.
- Experienced in development of marketing collaterals, marketing campaign execution, budget creation and sales forecasting.

WORKING EXPERIENCE

- **Accenture**
Field HR Senior Analyst September 2022 - Present
Reporting and Data Management
 - Turnover Report
 - Collects, cleanses and manages data from various databases.
 - Prepares Excel based reports on turnover and provides insights to the stakeholders on a weekly basis.
 - Analyzes the current trend and creates forecasts.
 - Provides learning sessions with stakeholders on how to use the turnover tool.
 - Manages the ongoing development of the report to a Power BI dashboard.
 - Promotion
 - Prepares the roster shortlisted candidates that are qualified for promotion based on the criterias and business direction set per quarter.
 - Creates the mapping for each employee to ensure that they are aligned to their future role.
 - Ensures that the promotions are aligned to the business goals set per FY. (Diversity, Skills and Talents)

Sales Operations Analyst July 2021 - September 2022

- Ensures that all deals transacted by the North America deal team adheres to the Accenture guidelines.
- Manages the accuracy of the sales pipeline.
 - Arrange and Conduct weekly pipeline clean up call with the sales captures
 - Ensures pipeline accuracy and hygiene
 - Create and send out sales pipeline report/updates
 - Facilitates the meeting with account leads together with the deal approvers
 - Monitor the deals that are forecasted to close within the defined period

- Arranges and runs PRD related calls such as New Business Meeting, Offline ad-hoc discussions and Sales Pipeline Reviews.
 - Creates dashboards and reports using Salesforce.
 - Continuously develops tools that can be used to automate the tasks
 - Automated sales pipeline report creation
 - Participates in special project such as:
 - NA West Reporting team
 - NA West Dashboard update and maintenance, and other ad-hoc tasks.
- **APEC Schools**
Local Marketing Support Lead March 2019 - July 2021
 - Reports and Data Management
 - Creates databases to be used by the 20 branches to effectively monitor the conversion of Leads
 - Capacity monitoring and allocation of all 20 school sites
 - Targets development and Trend report creation
 - Manages and monitors the leads database
 - Creates daily, weekly and monthly reports presented to the stakeholders
 - Localized Marketing Campaign Executions
 - Assists the branches in hitting the enrollment target by devising localized marketing strategies
 - Processes the creation, ordering and delivery of marketing collaterals to be used by the branches
 - Provides support on other local marketing efforts such as virtual open houses and other on ground activities
 - Social Media Management
 - Ensures that all inquiries received through the social media channels were well responded within the specified timeframe.
 - Monitors the performance and productivity of the social media representatives
 - Creates social media spiels and handles escalated concerns
 - Central Admissions
 - Manages and monitors the performance of the admissions representatives
 - Ensures that all inbound inquiries were answered promptly and effectively
 - Assists in the lead generation and conversion efforts
 - Participates in the central marketing campaign development and execution together with the other Marketing Core team members
 - **AsianLife and General Assurance** May 20, 2018 - March 2019
Sales Support - Bancassurance (Data Analytics)
 - Consolidates, processes and creates the weekly activity report of the Sales team.
 - Creates, presents and interprets data of sales progress on a daily, weekly and monthly for the management.

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- Provides data analysis based on the business trend on a weekly and monthly basis.
 - Creates the business review deck provided to the management in a monthly basis.
 - Monitors the progress of marketing campaigns including the identification of incentive qualifiers and validation of winners.
 - Assists in processing the reimbursement and liquidation of the Financial Advisors and Bancassurance Heads.
 - Provides other admin support.
- **TaskUs Ph**
Teammate (Customer Service Representative) February 17, 2017 - January 18, 2018
 - Manage, prioritize and respond to customer phone calls
 - Exercise sound judgment when corresponding with customer
 - Meet the metrics required by the management.
 - Ensure that the customers are always satisfied with the service provided
 - Utilize phone system to communicate with customers
- **APEC Schools – Ayala Education**
Sales Support Lead March 03, 2014 – February 15, 2017
 - Supervised the Sales Support Team in attaining their specific tasks
 - Data Analysis of enrollment data
 - Market Research for potential new sites.
 - Team expense monitoring,
 - Managed, Supervised and Coached the Admissions Agents
 - Assisted in monitoring the Enrollment for the 27 APEC Schools’ Branches with 10,000 plus enrollees.

TRAINING/CERTIFICATION

- **Professional Employment Program** October 2013
 Livelt Global Services Management Institute – Ayala Company
- **7 Habits of Highly Effective Educators’ Workshop** April 2016
 Affordable Private Education Center Inc.

SKILLS

- Proficient in using MS Office Applications (MS Word, PowerPoint)
 - Highly knowledgeable in using MS Excel (Pivot, Lookup, and other functions)
- Knowledgeable in using Power Query and basics of visual basic
- Knowledgeable in using Power BI
- Highly knowledgeable in creating reports and databases, data analysis and interpretation.
- Competent on Sales Delivery, Customer Service and Technical Support

EDUCATION

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CHARACTER REFERENCES

Available upon request