



Inesha Pallage

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Summary

Data Analyst who can bring a unique perspective to any role, with over 2 years of recent experience specializing in Data Quality Analytics & 4 years of diverse experience in Sales, sales operations, customer success, and key account management within the Manufacturing and SaaS industries.

LANGUAGES

English - Full Professional Proficiency
German - Professional Proficiency (B2)
Sinhala - Native

PROJECT CASE STUDIES

[Hotel Stay Insights](#) Python & Tableau
[Instacart Insights](#) Python & GitHub
[Rockbuster](#) SQL & Tableau

HOBBIES

Traveling, Movies & TV Series, Music, Strategy Board Games, Cooking & interested in Geo-political topics

WORK EXPERIENCE

Staffbase GmbH | 03/2021 – 06/2023

Data Quality Analyst - Revenue Analytics (01/2022 - 06/2023)

- Analysed Revenue data within the CRM database, Monitored and communicated data quality issues via dashboards pinpointed root causes.
- Maintained the integrity and reliability of CRM data In-depth analysis of relevant political events.
- Developed and implemented data quality policies and standards

Key Project Highlights

- Coordinated CRM data migration projects following business acquisitions
- Analysed integrated data sources and implemented data-driven solutions, to improve data accuracy and streamlined reporting processes
- Developed and implemented a comprehensive data auditing strategy to perform pre- and post-migration audits throughout the migration process.

Lead Management Specialist - Business Operations (03/2021 - 12/2021)

- Served as a link between sales and marketing teams, facilitating the acceleration of sales funnel management activities by managing CRM data.
- Tracked and managed leads in CRM
- Optimized sales strategies by analysing the existing customer base and generating leads

Uberall GmbH | 10/2018 – 10/2020

Working student – Lead Management & Customer Operations

BPPL Holdings PLC, Beira Brush (Pvt) Limited, Sri Lanka | 09/2011 – 09/201

Key Account Executive – Sales & Marketing

- Managed sales operations and customer relations across the Pacific and European regions B2B customers
- Monitored Sales Pipeline, analysed sales data, forecasted sales
- Manage new Mop product development projects
- Enhance cross-selling initiatives and drive overall sales revenue growth within key B2B accounts.
- Handled Customer complaints (including product-related quality issues)

EDUCATION

Applied University of Brandenburg (THB), Germany **10/2017 – 03/2021**
Master of Business Administration

University of Colombo, Sri Lanka **10/2006 – 10/2010**
Bachelor of Business Administration

Chartered Institute of Marketing (CIM) – UK **2010-2014**
Professional Diploma in Marketing, Associate Member - (ACIM)

The Institute of Chartered Accountants of Sri Lanka **2006-2008**
Certified Business Accountant – (CBA)

CareerFoundry Institute Berlin **09/2023 – 03/2024**
Data Analytics Course (full-time)

SKILLS & TOOLS

Skills: Data Analytics, Data integration, Data Transformation & migration, CRM Data Management, Data Governance, Reporting, Data Visualizations, KPI Monitoring, Communication, Business Operations, Sales, Key Account Management, Cross-functional team collaboration, Stakeholder Management, Change Management, Project Management, Critical thinking, problem-solving and creativity.

Tools: SQL, Python, Tableau, Excel, Microsoft Office, Jira, Salesforce, HubSpot, ERP, SAP