KEVIN OSEI

REVENUE OPERATIONS ANALYST

CONTACT

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SUMMARY

Revenue operations analyst with 4 years in SaaS and fintech business operations, supporting sales, marketing and customer success with SQL, Salesforce and Google Sheets reporting. Owns pipeline reporting, funnel metrics and lead routing for a 70-person go-to-market team and works well through ambiguity.

SKILLS

- Revenue Operations
- Salesforce
- SQL
- Google Sheets
- Microsoft Excel
- Sales Operations
- Pipeline Reporting
- Lead Routing
- Analytical Skills
- Attention to Detail

EDUCATION

Bachelor of Arts

06/2022

University of California, Davis

Davis, CA

Economics

CERTIFICATES

Salesforce Certified Administrator

02/2025

Salesforce

EXPERIENCE

Revenue Operations Analyst 05/2024 - Present

Bayline Analytics San Francisco, CA

Product analytics SaaS company with $40M in ARR and a 70-person go-to-market team.

- Build pipeline reporting in Salesforce and SQL for a **70**-person go-to-market team across 3 segments.
- Track funnel conversion from lead to closed-won each week, finding a handoff gap that lifted lead-to-opportunity conversion 12%.
- Maintain lead routing rules for 4,000 inbound leads a month, with 99% assigned within 5 minutes.
- Coordinate quarterly planning data with finance in Google Sheets, matching bookings to billing within 1%.

Business Operations Associate 07/2022 - 04/2024

Golden Gate Fintech Oakland, CA

Small business lending platform with 30 sales and account management staff.

- Pulled SQL data for **8** weekly sales operations and finance reports.
- Built Microsoft Excel models for pricing tests on 3 product tiers.
- Cleaned 22,000 account and contact records before a CRM migration.
- Documented 15 sales processes in a shared wiki used for new-hire onboarding.