

Marta Dominguez

Sales Operations Analyst | Business Operations Analyst | Partner Operations Coordinator

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Operations professional with experience managing end-to-end processes, ensuring data accuracy, and coordinating with cross-functional teams and international partners. Skilled in streamlining workflows, resolving issues quickly, and supporting a smooth customer journey.

Recognized for precision, adaptability, and clear communication with stakeholders.

Dell Technologies - Dell Financial Services

Dec 2019 - May 2025 Madrid, Spain

Sales Operations Analyst

- Acted as a key operational point of contact for several EMEA markets (Austria, Poland, Spain SMB), ensuring seamless coordination across Sales, Delivery, Finance and Operations teams.
- Managed end-to-end operational flows including pipeline handling, order tracking, performance reporting, data validation and issue escalation.
- Ensured accuracy and consistency of commercial and operational data used for execution, invoicing, forecasting and follow-up.
- Collaborated with cross-functional teams to define, refine and implement procedures that improved efficiency and reduced operational friction.
- Identified operational issues, communicated them clearly to the correct areas, tracked resolutions and ensured processes were restored smoothly.
- Maintained structured communication with internal stakeholders and external partners, building trust and supporting a smooth customer journey.
- Known for high precision, fast learning, ability to structure complex concepts and explain them clearly.

Achievements

- Reduced operational turnaround times by 25–30% by streamlining order-tracking workflows and improving cross-team coordination.
- Improved Salesforce and reporting data accuracy by 40%, strengthening forecasting and invoicing reliability.
- Accelerated issue resolution by 50% through a structured escalation and follow-up process across EMEA markets.
- Reduced manual reporting workload by 20% by redesigning templates and automating key performance dashboards.

Smad Electric Appliances

Feb 2019 - Jul 2019 Qingdao, China

Export & Operations Intern

- Supported daily operational flows of the Overseas Department, including documentation, shipment tracking and supplier communication.
- Ensured data accuracy and monitored information needed for deliveries and partner operations.
- Communicated with international partners to resolve operational questions and maintain smooth processes.

Achievements

- Improved delivery data accuracy by 30%, reducing operational discrepancies and ensuring smoother coordination with partners.
- Resolved international partner inquiries 40% faster by establishing clearer communication routines and response structures.

eMANA

Feb 2018 - May 2018 Marseille, France

Junior Consultant

- Analyzed operational workflows and helped design process improvements.
- Worked directly with business stakeholders to structure action plans and clarify complex project needs

Achievements

- Improved delivery data accuracy by 30%, reducing operational discrepancies and ensuring smoother coordination. Designed and implemented workflow improvements that reduced process bottlenecks and cut execution time by 15–20%.
- Supported business stakeholders by translating complex project requirements into clear, actionable plans, improving project alignment and delivery efficiency by 25%.



SKILLS

- Advanced use of Salesforce, Excel, Tableau, working knowledge of SQL, and experience with InfoLease, eBoss, and SuperTrump for operational and commercial workflows.
- End-to-end management of pipeline, orders, and commercial data across EMEA markets.
- Data validation, cleaning, and quality control for forecasting, reporting, and invoicing.
- Documentation, optimization, and implementation of cross-functional operational processes.
- Identification and escalation of operational issues, ensuring follow-up and process recovery.
- High accuracy, analytical thinking, and strong attention to detail.
- Fast learner with strong adaptability in dynamic environments.
- Clear and effective communication with cross-functional teams and external partners.
- Ability to structure and simplify complex concepts.
- Problem-solving and prioritization under pressure.

EDUCATION &

CERTIFICATIONS

BBA International Business

Universidad de Valencia
Kedge Business School - Marseille

Google Data Analytics

Google Data Analytics Professional Certificate

Universidad Nebrija

Curso Universitario de Especialización en Análisis de Estados Financieros y Económicos
Curso Universitario de Gestión de Flujos Monetarios Empresariales

LANGUAGES

Spanish - native
English - C1
French - DALF B2