

Ekaterina (Katya) Pavlenko

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SUMMARY

- 10+ years of sales operations, revenue analytics, and strategic planning experience in tech companies
- Turns ambiguous data into executive-ready insights that drive headcount, quota, and revenue decisions
- Led reporting, quota planning, and CRM alignment for **Telecom Sales** and reporting operations for **Global Clients** at Meta
- Led data pulls and delivered insights to CEO + the Board directly through **QBRs, MBRs, All Hands** at Allvue Systems
- [LinkedIn](#) & [Portfolio Website](#)

EXPERIENCE

Meta | **Sales Strategic Planning & Operations Lead, Telecom Team**

Jan 2025 – Present | NYC

Significant Achievements

- Produced 8 executive reports for Client Council & Industry Trade leadership that helped recruit Disney, Amazon, DoorDash and grew Top 100 advertisers share by 8%
- Redesigned monthly revenue review decks - cut length by 74%, improved metrics accuracy, and aligned to quarterly priorities
- Identified and corrected inflated quotas across two regions, securing reductions of 36% and 14%

Data Analytics

- Reconciled fragmented account data across merged Sales & Partnerships teams into a unified tiering model that informed VP-level headcount and hybrid role decisions
- Launched LOB tagging that added new dimensions to revenue reviews, enabling cross-regional surfacing of new opportunities
- Enhanced reporting with pipeline breakdowns by territory/product and regional commentary -shifting conversations from reactive to insight-driven

Operations

- Built an operational calendar for goal-setting, account transfers, and tagging deadlines - enabling proactive cross-regional planning
- Led CRM alignment across Sales & Partnerships - submitted ~70 data corrections to fix hierarchy and eliminate duplicate outreach
- Flagged and resolved a high-risk client status issue by removing fraudulent accounts

Meta | **Sales Operations Analyst IV, Global Clients Team** (contract)

Jul 2024 – Jan 2025 | NYC

Significant Achievements

- Within 3 weeks of onboarding, successfully took ownership of Global Clients (GC) and Global Alignment Accounts (GAA) reporting and ops processes

Data Analytics

- Conducted in-depth analysis of sales forecasts, quotas, attainment, and revenue growth, incorporating historical key trends
- Provided comprehensive and integrated data packs for GC annual planning containing revenue, solutions adoption, SOW and OPP

Operations

- Automated mid-quarter tagging for GC and GAA accounts via a butterfly form system

Allvue Systems | **Sales Operations Analyst, Revenue Operations Team**

Jul 2022 – Jul 2024 | NYC

Significant Achievements

- Recognized and provided critical insights that led to discontinuing an underperforming product (1/14) and saving \$2.7M
- Narrowed the gap between QTR forecast and actuals by 14% with building and back-tracking 2 new forecast approaches
- Founder & owner of the Win:Loss Program (450+ interviews across 1.5 years), resulting in the development of 3 product features
- Reduced the Avg Sales Cycle in Credit segment in FY23 by 9% through enhancement of the SalesOps Power BI model

Data Analytics

- Delivered quantitative & qualitative executive-level briefings and recommendations – focused on budget, pipeline and operational efficiency – to stakeholders (up to 14 presentations per month – MBRs, QBRs, All Hands, Monthly/Weekly/Bi-Weekly packs)
- Team of 2 servicing diverse data requests across 150+ people

Project Management

- Led SalesOps and ProductOps alignment, effectively eliminating discrepancies in CPO reports and positioning the team for leading the external Win:Loss analysis

Prior Experience | Sales Ops, Deal Desk, CRM & Project Management

2016– 2022 | Moscow, Miami

Navigate360 – **Deal Desk Analyst** (2021 – 2022): Redesigned end-to-end deal processes and automated Closed Won workflows across 5,000+ Salesforce accounts

JMK Property Investment – **Sales Ops Analyst & PM** (2020 – 2021): Closed 4 projects (\$280K revenue)

Smart Glass Miami – **CRM Analyst** (2018 - 2020): Built business plan with CEO increasing gross profit by 6.2%

Kaudal – **Sales Analyst** (2016– 2018): Analyzed sales across 5,000+ SKUs and 3,000 distribution channels

EDUCATION (Full Scholarship)

State University of Management | Bachelor of Accounting, Analysis and Audit | GPA 3.81/4.00

June 2016 | Moscow

SKILLS & LANGUAGES

Computing Proficiencies: MS Office, Tableau, Power BI, MS SQL (Daiquery), Salesforce, AmoCRM, Zapier, WordPress

Languages: native Russian and fluent English