

Sedat Celik

Business Analyst | Customer Retention Specialist | Business and Sales Consultant | Retail Manager

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PROFESSIONAL SUMMARY

Dynamic and results-driven professional with over 20 years of experience in customer success, sales, and customer retention across diverse industries, including real estate, retail, and insurance. Focused at building strong client relationships, driving revenue growth, and implementing strategies to enhance customer satisfaction and loyalty. Skilled in customer service and CRM tools to optimize customer experiences and achieve business objectives. Proven ability to lead teams, manage high-value accounts, and deliver exceptional service to diverse stakeholders.

CORE COMPETENCIES

Business Skills:

- Strategic Planning & Business Development
- Project Management & Team Leadership
- Real Estate Investment Analysis & Financial Modeling, Contract Management, Market Analysis
- Financial Documentation & Auditing
- Cross-functional Collaboration
- Customer Onboarding, Customer Relationship, Customer Retention and Customer Experience (CX)
- Negotiation & Conflict Resolution with client satisfaction
- Retail Store Management, Customer Service, Merchandising
- Scheduling, Hiring, Training, and Coaching Employees
- Requirements Gathering & Analysis
- User Story & Acceptance Criteria Development
- GAP Analysis, SWOT Analysis
- Process Mapping
- Process Optimization
- Project Management
- Product Owner
- Agile & Scrum Methodologies
- Stakeholder Management & Communication
- Business Process Reengineering

Software Proficiency:

- Microsoft Office Suite (MS Excel, MS PowerPoint, MS Word, MS Outlook, MS SharePoint, MS Visio)
- Advanced MS Excel (V-lookup, Pivot Tables, Data Manipulation)
- Digital Marketing Tools
- Salesforce
- PDF Editing Software
- SEED Vending Management System by Cantaloupe
- SLACK Communication Tool by Salesforce
- SLICE by wBrain
- Jira by Atlassian
- Monday.com Management Tool
- AI Prompt Engineering & Large Language Models (LLMs)
- Data Analytics & Visualization (Power BI, Tableau, Excel)
- SQL, Statistical Analysis & Financial Modeling
- CRM Systems (Siebel eBusiness)

PROFESSIONAL EXPERIENCE

Real Estate Sales Consultant

United Realty Group / Coral Shores Realty / Coldwell Banker RRE | Fort Lauderdale, FL | May 2006 – Present

- Generate new business opportunities within targeted market areas through strategic prospecting and relationship building
- Develop comprehensive digital marketing strategies including SEO, Google/Facebook advertising, email campaigns, and live chat marketing
- Provide expert consultation to real estate investors on market conditions and investment opportunities
- Create detailed financial documentation including P&L statements, NOI calculations, and ROI analyses
- Conduct thorough market analyses to determine current and projected property values and income potential
- Negotiate complex commercial lease agreements and property transactions on behalf of clients
- Maintain 100% compliance with Florida Real Estate regulations and ethical standards

Business Operations Analyst

Prestige Services, Inc. | Fort Lauderdale, FL | August 2023 – May 2025

- Optimized merchandising strategies and customer retention techniques across extensive vending machine and micro market fleet through advanced data analytics, resulting in improved product selection and inventory management and customer satisfaction
- Completed profitability improvements by identifying daily operational opportunities through data analysis and trend identification
- Acted as strategic buyer, expanding product portfolio based on market trends and client requirements
- Built and maintained strong client relationships, acting as a strategic partner to identify opportunities for upselling and cross-selling. On-boarded new clients and new locations when company acquired new businesses.
- Delivered actionable insights to leadership, improving customer retention rates through streamlined workflows and personalized engagement strategies.
- Maintained exceptional attention to detail while communicating complex findings to diverse management levels
- Scheduled routes daily to secure on time delivery and verified each visit to the customers highest satisfaction
- Drove a 50% increase in sales by optimizing customer-facing strategies and tailoring product offerings to client needs using advanced data analytics.
- Leveraged CRM tools to track customer interactions, ensuring consistent follow-ups and high satisfaction levels.

Business Systems Analyst

Woodmen Life Insurance | Omaha, NE | April 2003 – November 2005

- Requirements Gathering & Analysis: Led stakeholder interviews, process analysis, and workflow creation to elicit and document comprehensive requirements, authoring user stories and acceptance criteria for software development projects.
- Process Optimization & Reengineering: Analyzed business functions to design and implement system improvements, streamlining workflows to reduce order processing time to increase profit.
- Stakeholder Management & Communication: Collaborated with cross-functional teams and executive committees, delivering strategic recommendations and comprehensive training programs to enhance system adoption and reducing support tickets
- Vendor & Software Evaluation: Evaluated vendor software solutions, providing actionable recommendations
- Prepared RFP documentation and performed critical analysis of vendor responses for executive decision-making
- Conducted comprehensive research and analysis to support new business development initiatives

Associate Project Manager

MemberWorks Inc. | Omaha, NE | January 2002 – April 2003

- Managed coordination and implementation of new business systems and seamless integration to existing system
- Conducted statistical analysis of business processes to identify improvement opportunities and optimize efficiency
- Coordinated monthly credit card update processes as Product Owner with national credit card issuers
- Collaborated with cross-functional teams and executive committees, delivering strategic recommendations
- Managed small to mid-size projects from initiation through completion, consistently meeting deadlines and budget limits

Business Systems Lead Consultant

Arthur Andersen, LLP | Omaha, NE | December 2000 – November 2001

- Requirements Gathering & Analysis: Led stakeholder interviews, process analysis, and workflow creation to elicit and document comprehensive requirements, authoring user stories and acceptance criteria for software development projects.
- Process Optimization & Reengineering: Analyzed business functions to design and implement system improvements, streamlining workflows to reduce order processing time to increase profit.
- Stakeholder Management & Communication: Collaborated with cross-functional teams and executive committees, delivering strategic recommendations and comprehensive training programs to enhance system adoption and reducing support tickets
- Vendor & Software Evaluation: Evaluated vendor software solutions, providing actionable recommendations to align with business objectives.
- Prepared RFP documentation and performed critical analysis of vendor responses for executive decision-making
- Conducted comprehensive research and analysis to support new business development initiatives
- Implemented vendor software solutions and provided ongoing training and support to client organizations

SALES MANAGEMENT EXPERIENCE (1993 – 2000)

Burlington Stores | Manager - Key Holder | Omaha, NE | February 1997 – May 2000

- Successfully recruited, trained, and managed teams of 100+ employees across multiple retail environments
- Implemented strategic resource allocation and financial planning to consistently achieve profitability targets
- Developed and executed comprehensive visual merchandising and promotional strategies
- Maintained exceptional customer service standards while overseeing all daily operational activities
- Increased sales and profitability up to %10 of the store by merchandising, adding new product line (Shoes)
- Daily store opening and closing
- Yearly audit to accurately count, track, and record inventory, ensuring optimal stock levels and minimizing discrepancies
- Weekly employee scheduling to make sure enough coverage to run the store efficiently
- Cash room handling and balancing books daily and making bank deposit

EDUCATION

Bachelor of Science, Management Information Systems

University of Nebraska, College of Information Science and Technology | Omaha, NE | 2000

Bachelor of Science, Labor Economics and Industrial Relations

Uludag University, Faculty of Economic and Administrative Science | Bursa, Turkey | 1990

CERTIFICATIONS & LICENSES

- Advanced Certified Scrum Product Owner (A - CSPO)
- Florida Real Estate Sales Associate License
- Florida General Lines Insurance (Property & Casualty) Broker License
- Florida Notary Public
- CPR/AED Certification
- CRM - Siebel eBusiness 2000 Certified Consultant
- The 7 Habits of Highly Effective People Certification
- ACS - Associate, Customer Service (LOMA) Certification
- FLMI - Fellow, Life Management Institute (LOMA) Certification