# Sedat Celik

**Business Analyst | Customer Retention Specialist | Account Manager | Sales Consultant | Operations Manager**

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## PROFESSIONAL SUMMARY

Client-focused Account Manager with 20+ years of experience driving customer success, managing high-value accounts, and increasing revenue through strategic client relationships. Proven track record in consultative selling, customer retention, upselling/cross-selling, and delivering business outcomes across real estate, insurance, retail, food services, and marketing sectors. Experienced in leading full client lifecycle engagement—from onboarding and needs assessment to account growth, contract negotiation, and long-term renewal. Skilled in leveraging CRM tools, data analytics, and process optimization to improve customer experience and exceed performance targets.

## CORE COMPETENCIES

**Account Management & Client Success:**
Client Relationship Management • Customer Retention • Client Onboarding • Contract Negotiation • Renewals • Upselling & Cross-Selling • Customer Experience (CX) • Client Escalation Management
**Sales & Business Development:**
Consultative Selling • Lead Generation • Pipeline Management • Revenue Growth Strategy • Closing Deals • Market Analysis • Forecasting • Merchandising
**Business Strategy & Operations:**
Data Analysis • Business Process Improvement • Project Management • Strategic Planning • Requirements Gathering • GAP/ SWOT Analysis • Financial Modeling
**Leadership & Communication:**
Team Leadership • Stakeholder Communication • Executive Reporting • Conflict Resolution • Training & Coaching
**CRM & Tools:**
Salesforce • CRM Systems • Power BI • Tableau • MS Office Suite • Jira • Monday.com • AI Tools • DocuSign • Slack • MS Excel •

## PROFESSIONAL EXPERIENCE

### Real Estate Investment Consultant

**United Realty Group (Coral Shores Realty/Coldwell Banker RRE) | Fort Lauderdale, FL |** May 2006 – Present
Client Acquisition • Account Management • Revenue Growth

- Manage full customer lifecycle including prospecting, client onboarding, needs analysis, contract execution, and retention; build long-term strategic relationships across 200+ clients.
- Generate new business through targeted outreach, digital campaigns, referrals, and consultative selling strategies, consistently expanding client portfolio.
- Provide strategic advisory services to investors and commercial clients by analyzing market data, financial performance, ROI, NOI, and cap rate metrics to support informed decisions.
- Negotiate and close high-value purchase agreements, lease contracts, and complex transactions, ensuring customer satisfaction and compliance with regulations.
- Increase repeat business and referrals by delivering a high-touch customer experience and maintaining consistent communication with clients, post-sale.
- Utilize Salesforce and CRM tools to manage pipelines, track interactions, drive engagement, and improve conversion metrics.
- Collaborate with lenders, legal partners, and vendors to resolve client issues and ensure seamless delivery of services.
- Mentor and train new associates on customer interaction, sales processes, compliance, and client management best practices.

### Business Operations Analyst

**Prestige Services, Inc. | Fort Lauderdale, FL |** August 2023 – May 2025
Client Success • Data-Driven Account Growth

- Managed strategic accounts and acted as the primary point of contact for client portfolios across food and beverage service operations, maximizing customer satisfaction and retention.
- Increased client sales by 50% through targeted engagement strategies, personalized product offerings, and insights based on customer behavior and market trends.
- Identified upsell and cross-sell opportunities through proactive client engagement and data analytics, contributing to revenue growth.
- Developed onboarding processes for new clients and acquired locations, improving time-to-value and customer experience.
- Provided leadership with actionable insights to optimize workflows, drive profitability, and retain key accounts.
- Delivered clear reporting and business recommendations to cross-functional stakeholders to support strategic decision-making.
- Used CRM tools to manage customer interactions, maintain service levels, and ensure regular follow-up.

### Business Systems Analyst

**Woodmen Life Insurance | Omaha, NE |** April 2003 – November 2005
Client Requirements • Stakeholder Collaboration

- Led requirements gathering and analysis by conducting stakeholder interviews, workflow assessments, and process evaluations, authoring user stories, acceptance criteria, and functional specifications to guide software development projects.
- Conducted process mapping, process optimization, and business process reengineering (BPR) to streamline workflows, reduce order processing times, and improve operational efficiency and profitability.
- Collaborated with cross-functional teams, including executive stakeholders, to provide strategic recommendations, deliver system training programs, and increase software adoption, reducing support tickets and operational bottlenecks.
- Supported change management initiatives by creating clear documentation, training materials, and communication plans for end users during system implementations.
- Developed and maintained detailed business requirements documents (BRDs), functional specifications, and user stories to align business needs with design and delivery teams.
- Evaluated vendor software solutions and performed software assessments, providing actionable recommendations to guide the software selection and procurement process.
- Prepared request for proposal (RFP) documentation and conducted critical analysis of vendor responses to support executive-level decision-making.
- Identified opportunities for continuous improvement, cost reduction, and enhanced user experience across business operations and software processes.
- Conducted comprehensive research and data analysis to support new business development initiatives, product enhancements, and strategic planning.

### Associate Project Manager

**MemberWorks Inc. | Omaha, NE |** January 2002 – April 2003
Cross-Functional Project Delivery

- Managed the coordination, implementation, and integration of new business systems, ensuring seamless alignment with existing workflows and minimizing operational disruption.
- Conducted statistical analysis, process evaluation, and business process optimization to identify improvement opportunities, increase efficiency, and support data-driven decision-making.
- Served as Product Owner for monthly credit card update processes, collaborating with national credit card issuers to ensure compliance, accuracy, and timely execution.
- Collaborated with cross-functional teams and executive leadership, providing strategic recommendations, status reports, and actionable insights to support business objectives.
- Managed small to mid-size projects from initiation through completion, consistently delivering on scope, schedule, and budget requirements while mitigating risks and resolving issues.

### Business Systems Lead Consultant

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

Client Advisory • Process Improvement

- 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.
- 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

### Retail Store Operations Manager

**Burlington Stores (Osco Drug Stores / JC Penney)** | Omaha, NE | October 1993 – May 2000

Customer Service Leadership • Sales Management • Store Operations

- Successfully recruited, trained, and managed teams of 100+ employees across multiple retail locations, driving high performance, employee engagement, and operational excellence.
- Implemented strategic resource allocation, financial planning, and budget management to consistently achieve profitability targets and optimize operational efficiency.
- Developed and executed comprehensive visual merchandising, promotional strategies, and product placement plans to enhance brand visibility, increase foot traffic, and drive sales growth.
- Maintained exceptional customer service standards while overseeing all daily store operations, ensuring a seamless shopping experience and high customer satisfaction.
- Increased store sales and profitability by 10% through strategic merchandising initiatives and the introduction of a new product line (shoes).
- Managed daily store opening and closing procedures, ensuring operational readiness, compliance, and security.
- Conducted annual inventory audits to accurately track and record stock levels, minimize discrepancies, and maintain optimal inventory management.
- Prepared and managed weekly employee schedules, ensuring adequate staffing to support store operations and peak business periods.
- Oversaw cash management operations, including cash room handling, daily reconciliation, and bank deposits, maintaining accuracy and compliance with company policies.

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## EDUCATION

**Bachelor of Science, Management Information Systems**

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

**Bachelor of Science, Business Economics and Industrial Relations**

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

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## 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