

ADEL BILALOVA

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PROFESSIONAL SUMMARY

Business operations professional who thrives in startup chaos and creates systems that work. I design onboarding programs that reduce churn, establish robust sales/revenue operations, and launch competitive intelligence programs that drive strategic positioning.

PROFESSIONAL EXPERIENCE

THREECOLTS - *E-commerce software for marketplace sellers* | **London, UK** (Remote)

Growth Operations & Onboarding Specialist | *January 2024 – Present*

- **Designed onboarding process** - Created a structured onboarding framework with milestone tracking that reduced churn from 60% to 20% across 100+ accounts.
- **Streamlined enterprise operations** - Fixed sales-to-success handoffs for 40+ enterprise accounts, reducing time-to-value by 50%.
- **Improved lead pipeline quality** - Built MEDPICC-based qualification workflow that increased qualified lead rate from 25% to 75%, improving overall pipeline efficiency.

DASERA - *Data security platform for enterprises* | **New York, NY**

Chief of Staff & Revenue Operations Manager | *July 2022 – December 2023*

- **Launched competitive intelligence program** - Implemented quarterly win/loss analysis framework that improved deal win rates by 40% through better competitive positioning and objection handling.
- **Automated revenue analytics** - Built Salesforce dashboards that reduced manual reporting by 60% and enabled real-time decision making.
- **Fixed sales-marketing alignment** - Designed feedback loops that reduced customer acquisition cycle time by 35% by enabling sales insights to inform marketing positioning and vice versa.
- **Supported Series A fundraising** - Built comprehensive investor databases, financial models, and competitive analysis reports, contributing to the successful \$12M Series A funding round.

BYTELEARN - *AI-powered learning platform* | **San Francisco, CA**

Growth Marketing Associate | *December 2021 – July 2022*

- **Launched user acquisition campaigns** - Designed and executed 5 targeted marketing campaigns that acquired 1,500+ users with a 50% conversion to paid customers.
 - **Led marketing team** - Managed a 3-person marketing team and established standardized workflows for content creation, outreach, and performance analysis.
 - **Defined brand messaging** - Conducted extensive customer interviews and competitive research to establish a clear positioning strategy and messaging framework.
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EDUCATION - [MINERVA UNIVERSITY](#) | **San Francisco, CA**

Bachelor of Business | *September 2018 – May 2022*

Global business education - Rigorous interdisciplinary curriculum across 7 global cities emphasizing critical thinking, data analysis, and cross-cultural problem-solving.

Relevant Coursework: Market Dynamics & Product Analytics • Finance • Statistical Inference • Venture Initiation & Valuation • Growth Marketing • Cognitive Neuroscience.