

JIEQIONG (ANNA) DUAN

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SUMMARY

Revenue Operations and GTM Analytics professional with 3+ years of B2B enterprise sales experience, contributing to 50% revenue growth (\$1M). Skilled in sales data analysis, pipeline reporting, CRM management, and cross-functional GTM execution. Proficient in Excel and SQL; experienced with Tableau and Power BI for dashboard design and KPI tracking. Pursuing MS in Marketing Analytics (STEM OPT eligible) at Hult International Business School. Targeting Sales Operations, GTM Analyst, and Revenue Operations roles at U.S. SaaS companies.

SKILLS

Analytics & Reporting: Advanced Excel (Pivot Tables, XLOOKUP, reconciliation modeling, logical formulas), SQL (intermediate — DataCamp certified), Google Sheets, data validation

Data Visualization: Tableau, Power BI — dashboard design, KPI tracking, pipeline reporting, executive-level presentations

Sales & Revenue Operations: Pipeline management, sales forecasting, territory analysis, account prioritization, customer segmentation, deal-stage tracking, sales KPI reporting

CRM & GTM Tools: Salesforce CRM (reporting & data hygiene), GTM execution support, competitive analysis, market research, pricing analysis

Currently Developing: Python (Pandas, data visualization), Salesforce administration

Languages: Mandarin Chinese (Native), English (Fluent)

PROFESSIONAL EXPERIENCE

Sales Lead · [Megmeet Electrical](#) · Shenzhen, China Aug 2023 – Feb 2025

- Grew a newly launched product line from zero to \$1M in FY2024 revenue (50% YoY growth) by building and executing full-cycle enterprise sales — prospecting, product demos, pricing negotiation, and account close, across domestic and international markets.
- Independently led a \$1.6M enterprise deal from first contact through close, coordinating internal technical, product, and leadership stakeholders throughout the sales cycle.
- Conducted pricing and competitive analysis to prioritize high-value accounts and tailor proposals; maintained structured account tracking in Excel across active pipeline, deal stages, and customer contacts.
- Represented the company at domestic and international trade shows; managed high-frequency business travel to build and maintain C-level and procurement relationships across key accounts.

Account Executive — Technical B2B Sales · [Megmeet Electrical](#) · Shenzhen, China Aug 2022 – Aug 2023

- Onboarded into a new product line with no existing customer base; rapidly developed technical product knowledge and built pipeline from scratch through cold outreach, trade show networking, and referral development.
- Managed full B2B sales cycle — prospecting, pricing negotiation, internal coordination with technical and product teams — developing strong cross-functional communication and deal execution skills.
- Used Excel to track account status, pricing comparisons, and outreach activity; identified patterns in customer objections and adapted pitch accordingly to improve conversion rate over time.

Account Executive — Key Accounts · [Han's Laser Group](#) · Shenzhen, China Nov 2020 – Apr 2021

- Managed key accounts in CNC manufacturing, identifying customer pain points around technology adoption and recommending tailored solutions; coordinated internal teams to resolve technical blockers and move deals forward.

EDUCATION

MS of Science in Marketing · [Hult International Business School](#) · Boston, MA Expected Aug 2026

Specialization: Business Analytics & AI Strategy | STEM OPT Eligible

Concentration: SQL, Business Intelligence, Data Management, Marketing Analytics, AI & Big Data, Python for Analysts, Social Media Analytics

VP — Hult Global Communicators | Renewable Energy Club | AMA Mentorship Program

BS in Modern Business Management · [Shenzhen University](#) · China Dec 2018

Concentration: Sales Operations, E-commerce, Strategic Management

CERTIFICATIONS

SQL (Intermediate) — DataCamp | Google Analytics Certificate | Power BI Badge (Hult) | Excel for Data Analysis (Coursera) | Market Research & Consumer Behavior (Coursera)