

# HALA ETOUM

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## CRM Strategy & Implementation | Process Automation & Optimization | Digital Transformation Enablement

*Turning customer data into intelligent experiences*

### CAREER SUMMARY

CRM Specialist with more than seven years of experience in CRM systems development, process automation, and digital transformation across banking and technology-driven environments. Holds Bachelor's degree in Accounting and Business Law, supported by IBM New Collar: Customer Engagement Specialist certification and extensive professional training in business analysis, agile project management, Power BI, CRM platforms, and automation technologies. Demonstrated achievement in leading CRM implementation projects, delivering 360-degree customer view, integrating CRM with core banking and contact center systems, automating KYC processes, developing BI dashboards for decision-making, and digitizing end-to-end workflows. Proven capability in translating business requirements into scalable technical solutions that improve operational efficiency, customer experience, and data-driven performance management.

### KEY SKILLS

#### Hard Skills:

CRM Systems Development | Process Automation | Digital Transformation | Business Process Analysis | Workflow Design | API Integration | Cloud Systems Integration | Power BI & Data Analytics | CRM Analytics | KYC Automation | System Integration | Agile Project Management

#### Soft Skills:

Analytical Thinking | Problem Solving | Cross-Functional Collaboration | Stakeholder Communication | Innovation Mindset

### PROFESSIONAL EXPERIENCE

Global Telecom Engineering, Remote, Jordan Nov 2025 – Present

#### Automation Developer

- Delivered automation solutions, reducing manual intervention across technical and operational workflows.
- Enabled scalable system operations through integrated automation and process standardization.
- Improved workflow reliability by implementing automated task execution and system connectivity.

Jordan Ahli Bank, Amman, Jordan Jul 2021 – Nov 2025

#### Strategy and Processes Assistant Manager

- Delivered centralized CRM capability supporting 360-degree customer visibility across branches and Contact Center operations.
- Enabled real-time customer data access by integrating CRM with core banking and telephony systems.
- Replaced manual workflows with automated CRM and cloud-based processes across multiple departments.
- Improved service delivery consistency through end-to-end digital onboarding and service digitization initiatives.
- Identified automation opportunities through business process analysis and process mining activities.
- Enabled performance tracking and governance through KPI definition and BI dashboards.
- Delivered cross-functional digital projects, improving operational alignment and execution speed.

Jordan Ahli Bank, Amman, Jordan Jul 2021 – Feb 2023

#### Strategy and Processes Officer

- Improved service accessibility through support of digital onboarding initiatives.
- Identified process inefficiencies and automation gaps through structured business analysis.
- Enabled CRM-based workflow standardization across operational units.
- Supported management decision-making through structured reporting and dashboards.

Jordan Ahli Bank, Amman Governorate, Jordan

Sep 2018 – Jul 2021

### **Innovation Officer / Digital Platforms Officer**

- Improved customer engagement through deployment of chatbots and automated communication channels.
- Simplified customer access to services through implementation of digital onboarding platforms.
- Enabled workflow digitization and data accessibility through cloud service integration.
- Supported seamless system operations through technical integration initiatives.

Jordan Ahli Bank, Jordan

Apr 2018 – Aug 2018

### **Customer Service Intern**

- Supported high-volume daily banking transactions, including debit, deposit, and account services.
- Improved service accuracy through structured customer assistance and operational support.
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Alsubaihi Legal Advisor and Collections, Amman Governorate, Jordan

Mar 2018 – Apr 2018

### **Information Technology Help Desk**

- Supported settlement monitoring for non-performing loans aligned with Central Bank regulations.
- Improved documentation accuracy and customer follow-up through system support activities.

## **EDUCATION**

Al Al-Bayt University, Jordan, 2018

**Bachelor's Degree in Accounting and Business Law**

## **CERTIFICATION**

- IBM New Collar: Customer Engagement Specialist | Coursera | 2023

## **KET TRAINING COURSES**

- Creating Contact Management and Segmentation Strategy
- Digital Marketing with HubSpot
- HubSpot: Working with Ticketing System
- Service Hub Software
- Business Analysis and Process Management

## **KEY PROJECTS**

### **CRM Application Development for Banking Environment | Jordan Ahli Bank | Feb 2024 – Present**

- Built centralized CRM delivering 360-degree customer visibility across branches and Contact Center.
- Integrated CRM with core banking and telephony systems, enabling real-time customer data access.

### **Employee Experience BI Dashboard | Al-Kasieh Company | Apr 2022 – Jun 2022**

- Developed Power BI dashboard visualizing employee satisfaction by department and role.
- Enabled leadership use of real-time insights for targeted improvement actions.

### **Data Cleansing and KYC Automation Project | Jordan Ahli Bank | Nov 2018 – May 2019**

- Delivered automated KYC data update solution, eliminating branch visits.
- Improved data accuracy, compliance, and operational efficiency.

### **Employee Experience BI Dashboard | Ministry of Digital Economy and Entrepreneurship | Jordan**

- Built BI dashboard analyzing employee satisfaction across departments.
- Supported data-driven organizational improvement initiatives.

### **Enterprise Digital Transformation Initiatives | Banking Environment**

- Automated KYC workflows, implemented bank-wide SaaS platform, and delivered digital ticketing system.
- Supported paperless operations and end-to-end workflow digitization.

## **LANGUAGES**

Arabic: Native

English: Fluent