

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