

# CHIDINMA ALOKALAM

Operations Consultant

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## Summary

CRM and Business Operations professional with 4 years of experience supporting SMEs through client-facing and technology-driven roles. Proficient in Salesforce, HubSpot, Zoho, workflow automation, data analysis, and business systems management. Experienced in REST API integrations, AI tools, and BI platforms including Power BI and Tableau. Recognized for rapidly adapting to complex technologies and delivering efficient, scalable business solutions.

## Experience

Digital Socius.  
Junior CRM Consultant

United Kingdom  
2024 – Present

- Implemented and optimized CRM solutions (Salesforce, HubSpot, Zoho) for SME clients, translating business requirements into scalable system configurations and workflows.
- Designed and automated business processes using CRM tools, Zapier, and API integrations to improve operational efficiency and data flow across systems.
- Led requirements gathering, stakeholder engagement, and CRM support, delivering dashboards and insights using Power BI and Tableau to support business decision-making.

Basecode  
CRM Administrator

Lagos, Nigeria  
03/2024 – 12/2024

- Managed day-to-day administration of CRM systems (Salesforce, HubSpot, Zoho), including user setup, data management, and system configuration for SME clients.
- Built and maintained workflows, automations, reports, and dashboards to support sales, marketing, and service operations.
- Provided user support, resolved system issues, and ensured data accuracy while assisting with CRM improvements and basic integrations.

Plugstuck Ltd.  
IT Support Intern

Rivers, Nigeria  
02/2023 – 03/2024

- Provided first-line IT support to users, resolving hardware, software, and system-related issues in a timely manner.
- Assisted in setting up and maintaining user accounts, devices, and basic system configurations across business tools and platforms.
- Supported troubleshooting, documentation, and escalation processes while ensuring smooth day-to-day IT operations.

## Skills

**CRM and ERP:** Salesforce. HubSpot. Zoho One Suite. GoHighLevel.

**Automation and Integrations:** Zapier. Zoho Flows. Flow Builder/Orchestration. REST API Integration. Python. Javascript.

**Data and Reporting Tools:** Power BI. Tableau. Lightning Dashboards and Reports. MySQL, PostgreSQL.

**Project Mgt Tools and Methodologies:** Asana. ClickUp. Airtable. Agile (Scrum/Kanban). Trello. Jira.

**Business Operations:** Process Optimization. Requirements Gathering. Systems Support. BPM.

**Client and Stakeholder Mgt:** SME Support. Cross-Functional Collaboration. Client Communication.

**Artificial Intelligence Tools:** Gen AI. LLMs (OpenAI, Gemini, Anthropic, DeepSeek). Zia. Salesforce Einstein.

Education and Certifications

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| Salesforce Certified Platform Administrator                      | 2026              |
| Zoho CRM Administrator                                           | 2024              |
| Google Professional Certs (Cybersecurity, IT Support, UX Design) | 2023              |
| Nnamdi Azikiwe University, Awka.<br>B.Sc.Ed Economics            | 09/2013 – 08/2017 |

Languages

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Igbo. English. Español.