

AALIA ALI

Business Development | SaaS Sales | CRM | AI- Driven Outreach

CONTACT

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EDUCATION

Bachelor of International Business
University of California San Diego

September 2020 - June 2024

SKILLS

Sales & Business Development
Lead Qualification
Outbound Outreach
Pipeline Development

CRM TOOLS

Salesforce CRM
HubSpot CRM
WellSky

SALES & AI TOOLS

Zapier
Apollo.io
Outreach.io

CERTIFICATIONS

Salesforce Certified Associate
HubSpot Inbound Sales
Certification
HubSpot Sales Software
Certification

PROFESSIONAL EXPERIENCE

CARE COORDINATOR

Home Care Placement/ August 2025 - Present

- Manage 50+ inbound and outbound calls per shift from clients and caregivers, identifying service needs and coordinating care coverage through WellSky CRM.
- Resolve urgent operational issues, last-minute call-offs, and service disruptions while maintaining strong client relationships and service continuity.
- Negotiate pay rates and shift incentives to secure coverage across 100+ caregivers and report updates to internal teams.

DIGITAL NAVIGATOR

City of San Diego / August 2023 - January 2025

- Assisted 1,000+ clients through phone support, identifying needs and guiding them through online services and tools.
- Conducted high volume outreach and follow up to help users access internet services, email, and online platforms.
- Troubleshoot technical issues and helped users build confidence using computers, websites, and online resources.
- Developed a technology training presentation adopted by other Navigators to improve consistency in client support.

QUALITY ASSURANCE INTERN

Jambopay / August 2023 - September 2023

- Reviewed website features for usability and accuracy, ensuring a smooth customer experience.
- Communicated clearly with developers about issues, contributing to faster resolution times and better end-user satisfaction.

INTERN

Rafiki Oils / May 2023 - July 2023

- Assisted with rebranding and supported engagement strategy that increased site traffic and user engagement.
- Participated in collaborative planning and customer-facing research projects.

MANAGEMENT INTERN

Fire I.T. Rescue / January 2022 - April 2023

- Created the intern website, developing 10 personalized intern portfolios to showcase their work.
- Collaborated closely with interns to gather updates and ensure their portfolios accurately reflected ongoing projects.