

Colby Dillon

Cleveland, TN 37323

423-777-0665

dilloncolby@icloud.com

linkedin.com/in/colbydillon

Portfolio: ColbyBA.com

PROFILE

Results-driven Business Analyst with 4+ years of experience translating sales, distribution, and operational needs into data-informed systems, processes, and measurable business outcomes. Proven success increasing sales by approximately 45%, more than doubling lead conversion, and reducing candidate review time by 80% through process improvement and automation. Skilled in SQL, Tableau, business intelligence reporting, CRM implementation, requirements analysis, process mapping, gap analysis, and cross-functional stakeholder collaboration.

EXPERIENCE

Business Analyst, COUNTRY Financial; Dalton, GA Oct 2021 - Present

- Partnered with agency leadership, sales, service, and carrier stakeholders to identify business needs, translate requirements, and implement process, technology, and reporting improvements.
- Planned and executed business analysis activities, including stakeholder interviews, requirements elicitation, current/future-state process mapping, gap analysis, requirements validation, and UAT.
- Used SQL, Excel, and Tableau to analyze sales, retention, profitability, carrier performance, customer churn, and renewal revenue; presented findings and recommendations to leadership.
- Led implementation of the EZLynx CRM, designing pipeline stages, automated follow-up workflows, and standardized processes across the full customer lifecycle; contributed to an approximately 45% increase in sales.
- Developed UAT test cases, coordinated end-user testing, documented defects, and validated solution readiness before rollout.
- Designed and deployed an AI-powered lead qualification workflow using ElevenLabs, Twilio, and Zapier, increasing lead conversion from approximately 3% to more than 8%.
- Improved operational efficiency by developing SOPs, training materials, and standardized workflows for CRM usage, recruiting, sales, and service processes.
- Expanded agency capabilities by securing new carrier appointments, improving distribution strategy, and redesigning commission and incentive structures to support growth and profitability.

Insurance Sales Agent, COUNTRY Financial; Dalton, GA Sep 2019 - Oct 2021

- Built and maintained a client book through consultative sales, gaining direct experience in distribution channels, agent behaviors, and the customer lifecycle.
- Founded and led a professional referral group to address a gap in local networking infrastructure, demonstrating initiative and stakeholder coordination.
- Recognized by agency leadership for strategic thinking and business acumen; promoted to Business Analyst within two years.

SKILLS & Tools

- **Analytics & Reporting:** SQL (Google BigQuery), Tableau (BI Tools & Data Visualization), Microsoft Excel, executive dashboards, KPI tracking, data-driven stakeholder presentations
- **Business Systems & CRM:** EZLynx CRM, Zoho Recruit, ElevenLabs AI, Twilio, Zapier, draw.io, Microsoft Office Suite
- **Core Competencies:** Gap Analysis, Business Analysis, Process Improvement, Process Mapping (Current & Future State), Workflow Design, Sales & Distribution Analytics, Commission & Incentive Program Design, Renewal Revenue Forecasting, AI & Automation, Vendor Negotiation, Cross-Functional Collaboration, Technical Writing, Change Management, Staff Training & Onboarding

EDUCATION

Bachelor of Science, Business Management February 2026
Western Governors University