

Stephanie Armand

Revenue & GTM Operations Specialist

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Objective

Seeking a challenging and rewarding leadership role in Revenue Operations (Go-to-Market) to leverage my exceptional expertise, drive revenue growth, and advance my career while contributing to organizational success.

Professional Experience

Shipwell, Remote — *Sr. Revenue Operations Manager*

March 2021 - Present

- Orchestrate revenue initiatives, projects, & monitoring across Sales, Marketing, Professional Services, & Product
- Execute executive leadership initiatives & projects, aligning with company goals
- Collaborate with leadership to develop & customize processes & systems
- Develop & maintain actionable insights & KPI dashboards for decision-making
- Manage technology stack & nurture vendor relationships for Marketing & Sales operations
- Launched a customer-facing support portal with case management in Salesforce
- Provide critical support for Demand Generation campaign execution, planning, & management
- Conduct research into Early, Middle, & Late funnel motions, identifying opportunities for improvement
- System administration, configuration, and customization between Salesforce and HubSpot, Zoominfo, Gong & various other internal systems
- 2.5x customer base growth from Q3 2021 to Q3 2023 due in part to improved targeting & outreach process
- Grew prospect database target accounts by 18% while increasing average contacts per account from 1 to 3 buying committee prospects

Arben Solutions Co., Remote — *CEO, Solutions Consultant*

October 2020 - March 2021

- Oversaw the migration of service desk & client data into HubSpot Service Hub
- Conducted vendor qualification and needs discovery to optimize operations.
- Provided administrative support and system configuration to enhance efficiency.

Thirty Capital, Remote — *Business & Sales Operations Manager*

April 2020 - September 2020

- Managed operations for multiple SaaS & product brands under Thirty Capital umbrella
- Administered Salesforce & HubSpot for multiple companies, supporting Sales & Marketing
- Delivered significant results, increasing MRR by 425% & expanding the client base by 300% through improved marketing personalization & outbound sales efforts.

Skills

- Process Development & Remediation
- Project Management
- System Integration & Configuration
- Documentation
- Education & Training
- Change Management
- Vendor Relationship Management

Certifications

- Salesforce - Certified Administrator
- Hubspot - Revenue Operations
- Hubspot - Sales Software
- Hyperledger Certification - Blockchain for Business (Linux Foundation)

Systems

- Salesforce
- Pardot
- HubSpot
- Gong.io
- Outreach.io
- Zoominfo
- LinkedIn Sales Navigator
- LeanData
- 6sense

Education

- George Mason University - Bachelor's Degree in Information Systems & Operations Management

CRH, Gainesville, VA & Remote — *Inside Sales Operations & CRM Manager*

July 2014 - April 2020

- Led daily operations, processes, and systems for regional sales team
- Served as the primary Salesforce resource for the Tri-State area sales staff
- Supported 20% increase in sales from 2014 to 2019, resulting in a \$60 million revenue growth
- Optimized sales processes and saw an increase of awarded opportunities by 250%
- Implemented a service process that reduced the average customer case age by 76% in over a 5 year period from several days to under 1 day to resolution

Notable Recent Projects

Salesforce Experience Site Development & Implementation

Developed a customer support portal in Salesforce Experience, enhancing case management and customer visibility.

Development of Revenue Expansion Initiative for Existing Customers

Collaborated with customer success teams to implement a structured approach to renewals, cross-selling, and revenue expansion, leading to more accurate forecasting.

Segmentation and ICP Exercise

Conducted extensive research to segment Marketing & Sales outreach and identify the Ideal Customer Profile (ICP) across multiple industries.

Customer Service Desk Migration

Successfully migrated a customer support ticketing desk into the HubSpot Service Hub, improving the customer experience.

Sales Tool Cost Overhaul & Vendor Negotiation

Negotiated a 38% annual cost reduction for an external sales tool contract, optimizing billing cadence.

Salary Expectations:

Annual base \$120k - \$160k