

# Kyle LaMunyon

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## Professional Experience

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### Wisdom Labs

2019 - current

#### Revenue Operations / Sales Enablement

- Implemented sales funnel models, CRM automation, and accounting processes to scale with our client growth from 5 to over 100 in 4 years.
- Used LeadIQ and HubSpot Sequences to compile and send outreach to over 10K monthly leads.
  - Scheduled over 600 discovery meetings over three years.
  - 150 prospective companies participated in the product trial phase.
  - 30% of trial phase companies converted to annual clients.
  - Increased average discovery meetings per day from 0.3 to 3.2 via content iteration and additional throughput.
- Utilized automation from HubSpot Workflows and Zapier to remove 20 hours per week of manual data entry and repetitive tasks.
- Integrated Paycove accounting software with HubSpot CRM, removing third-party variable accounting costs and reducing discovery call to quote creation timing from 2 days to 15 minutes.
- Collaborated with CTO on an end user survey focused redesign of client health dashboards. Benchmarking company goals and highlighting pain points increased prospect conversion and client retention by 20%.
- Conducted discovery calls to better understand the buyers' journey, sales deck requirements, and key points of data collection.
- Focal point for sales, marketing, and customer service to coordinate internal processes, timing, and tasks within new go-to-market strategies.

### Silky Socks

2013 - 2018

#### Account and Production Manager, E-Commerce Marketing

- Successfully grew accounts from 2016 (11 accounts, \$38K ARR) to 2017 (46 accounts, \$105K ARR).
- Retained 86% of B2B customers through high-quality production, timely delivery, and responsive customer service.
- Developed and maintained Google AdWords Account. Exceeded target breakeven analysis goal by .6 (goal cost per conversion ratio: 1.4)
- Exhibited at the Imprinted Sportswear Show in Long Beach, CA (2016/2017) and Fort Worth, TX (2017).

## Education

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### California Polytechnic University Pomona

2014 - 2017

#### Bachelor of Science, Business Administration - Marketing Management

- Emphases in E-Business | American Marketing Association Member

## Technical Skills

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HubSpot, Google AdWords, Google Workspace,  
Adobe Creative Suite, LinkedIn Sales Navigator,  
LeadIQ, Paycove

## Certifications

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### HubSpot Academy

- Inbound (01/23), Inbound Sales (05/23)  
HubSpot Sales Software (01/23)  
Revenue Operations (11/23)