

Sales Operations Manager with extensive experience managing accounts, generating new business opportunities, and delivering innovative customer service solutions. A pragmatic coach and mentor for cross-functional high-performing teams. Strategic growth trailblazer known for driving sales, business development, marketing, and operations management initiatives. Adept at researching and analyzing business challenges while providing insightful recommendations to improve operational processes and systems.

Areas of Expertise

- System Administration & Support
- Sales Enablement
- Startup Experience
- Revenue forecasting
- Sales Pipeline Management
- KPI tracking
- Business Research & Analysis
- Workflow Automation
- Salesforce CPQ training
- Sales efficiency
- Process Improvement
- Sales Performance & Financial Metrics

Professional Experience

Virtual Peaker, Louisville, KY
Sales Operations Manager (Remote)

1/2023 - Present

Driving sales operations, implementing processes, encouraging best practices and solutions to boost overall sales performance. Owner of Hubspot and resource for all things sales enablement.

- Assist accounting with AR aging accounts to improve operational efficiency for billing / collections
- Implement sales cadence, targeted outreach, to exhaust all lead list and optimize marketing dollars
- Support Client Success team on contracting review for future expansion and early renewals
- Develop and maintain weekly, monthly and quarterly reporting for senior leadership
- Oversee lead allocation, sales training /documentation and accountable for sales KPIs
- Provide support in examining contracts and Statements of Work (SOW) for Client Success handoff
- Supervise invoicing, commission plan administration, and contribute to HR forecasting through collaboration
- Manage and execute outreach strategies across the entire sales cycle, from identifying SQLs to achieving closed-won revenue
- Lead HubSpot administration and optimization efforts, enhancing sales and marketing processes, and driving revenue growth
- Implemented BDR /AE sales documentation, processes, metrics, goals and Lucid chart diagrams
- Increase sales activity by 45% and CRM utilization within first 60 days on coming on board

Salesforce Administrator (Freelance)

9/2022 – Present

Design, setup and maintain Salesforce org while implementing configuration changes including Workflow, Process Builder, Custom Fields, Page Layouts, Record Types, Customer Settings, List Views, Reports, and Dashboards.

- Built product catalog, configured product bundles, quote templates pricing rules and code patterns in CPQ
- Created Salesforce CPQ end user and admin training documentation for client
- Work with clients to understand business requirements in order to configure their Salesforce org
- Import data from excel sheets into Leads, Accounts, Contacts, and Opportunities using Data Loader and Import Wizard and scheduling tools to automate bulk data loading.
- Oversee license management, including new user setup/deactivation while liaising with stakeholders at all levels to foster business growth.
- Develop email templates, customer surveys, list views, reports, dashboards, and implement processes to continuously monitor data quality and integrity.
- Create Sales processes to automate Leads to Contacts, Accounts, and Opportunities and flows to further automate their sales process

The Mom Project, Chicago, IL
Account Executive (Remote)

1/2021 – 7/2022

Drove all aspects of sales functions for B2B software solutions of 40+ accounts. Identified and fulfilled the hiring needs of mid-market businesses by building and nurturing recruiting partnerships.. Devised and executed sales strategies to attain new accounts of partner clients with the company's digital talent marketplace and community.

- Surpassed sales KPI up to 35% in October, November, and December 2021.

- Developed and implemented sales strategy emphasizing new accounts to partner clients with TMP's digital talent marketplace and community.
- Managed Intercom chat channel to actively promote the company and the value of its products and services while improving the Net Promoter Score
- Acted as subject matter expert for Salesforce CRM, sales team processes, and enterprise SaaS tools, including Salesloft, ZoomInfo, Intercom chat, and Hubspot.
- Supported sales team with ad hoc reporting, including dashboards, list view development, account assignments, maintenance, and Salesforce data hygiene.
- Coordinated with marketing and operations departments to refine lead qualification process, analyze and report on campaign performance with reporting and dashboards.

Silverline, New York, NY

5/2019 – 5/2020

ENT Sales Development Representative

Built effective relationships with clients while negotiating win/win contracts via 100+ cold calls daily. Educated executives to utilize Salesforce solutions through managed service to reduce costs, improve service quality, and maximize investments. Maintained a high volume of sales activity by identifying client accounts.

- Stayed abreast with key SaaS vendor competitor strengths, weaknesses, pricing, and resources.
- Achieved \$1.2M in organizational revenue by establishing lucrative contacts with clients via Zoominfo and LinkedIn.
- Researched and created 400+ new connections while generating lead reports and closed-lost opportunities in Salesforce to distribute among the BDR team.
- Devised and enacted effective marketing strategies in collaboration with the senior leadership.

Big Ass Fans, Lexington, KY

10/2015 – 3/2018

Sales Operations Manager

Spearheaded sales cost reduction, marketing sponsorship, and commercial fan mounting projects throughout the corporate reorganization phase. Streamlined sales and customer relationship management by hiring and training 16 coordinators on Salesforce utilization. Drove internal marketing campaigns to promote products and services across the region. Devised SOPs for sales management pipeline, booking, and quota attainment while creating reports and dashboards for representative visibility. Resolved operational issues by identifying process gaps and bottlenecks between actual and targeted performance.

- Partnered with executive leaders to devise the go-to-market strategy, product messaging, and execution plans.
- Cultivated annual savings of \$190K+ by developing accounting methods and system procedures for the marketing sponsorship team.
- Liaised with sales, marketing, and management teams to develop solutions and accomplish shared objectives.
- Successfully accomplished annual sales targets within time and budgetary constraints by working collaboratively with the sales, finance and marketing teams.
- Reduced RMAs and customer service call up to 10% in Q3 of 2017, maximizing profitability per sale.
- Optimized sales processes while developing end-user training material and designing a functional product display for various fan mounting structures.

Account Executive

2/2013 – 10/2015

Oversaw sales planning, forecasting, and closing while managing existing and new accounts in collaboration with internal teams to stimulate revenue growth. Identified new business development opportunities by developing customer presentations, conducting product trials, printing collaterals, performing case studies, and site surveys.

- Appraised for achieving top 10% of the Sales Department in Q4 2014.
- Generated \$400k in monthly revenue by successfully optimizing business opportunities and relationships.
- Surpassed annual sales targets by 30% with \$4.3M in industrial sales attainment in 2014.
- Negotiated contracts, drafted proposals, and submitted competitive bids.
- Formulated payment terms, verification, and account setup by working collaboratively with the accounting department.

Education and Certifications

Bachelors of Business Administration (Major in HR Management)

Midway University - Midway, KY

Certified Salesforce Administrator

Certified Salesforce Platform App Builder

Professional Development and Skills

Salesforce Admin, Zoominfo, Hubspot, Salesforce reports & dashboards, Flowbuilder, Quip, Salesforce CPQ, SaaS, Salesloft, Power BI, Lucid Charts, Outreach, Zoominfo, Microsoft Excel, Canva, Quickbooks, and LinkedIn Navigator