

SAMPLE CLIENT

Denver, CO • 123.456.7890 • email@email.com

BUSINESS STRATEGIST AND OPERATIONAL EFFECTIVENESS LEADER

Accomplished, forward-thinking business architect with record of developing and implementing strategies to drive growth and profitability—Expert in building, improving and managing operational systems and infrastructure cross-functionally in a variety of industries.

Recognized for leading top-performing teams to surpass targets—Skilled at communicating with and empowering a diverse global and remote workforce; proven ability to build strong partnerships with stakeholders, team members, vendors and clients including C-suite leadership.

Advanced technical proficiency—Extensive experience directing IT strategy to leverage optimization and automation, especially within high-volume data environments; exceptionally skilled at analyzing current state, identifying opportunities and translating needs to development teams.

AREAS OF EXCELLENCE

- Data Analysis (Qualitative & Quantitative)
- IT Strategy Development & Implementation
- Organizational Change Management
- Process Creation & Improvement
- Product Development & Improvement
- Profit & Loss Management
- Sales, Marketing, Logistics
- Team Development, Coaching & Leadership

TECHNICAL EXPERTISE

ISO 9001:2008 Standards

CRM, ERP, BI

MS Office, Google Docs, Box

Salesforce, Zoho, Marketo, Conga, Docusign, Adobe Sign, Tableau

PROFESSIONAL EXPERIENCE

INDEPENDENT CONSULTANT (OPERATIONS, SALES & MARKETING) Denver, CO 2011 to present
Support small to mid-size organizations and individual business owners to translate vision into a strategic roadmap; design and implement tactical solutions to achieve stated growth and revenue objectives.

- Directed and oversaw sweeping reorganization of financial firm expanding into government retirement market; developed and implemented repeatable processes for all functions in new division including marketing, sales, training, and performance management
- Completed full integration and modification of Salesforce CRM solution, including end-user documentation and training, in 6 weeks

CHIEF OPERATIONS OFFICER, Denver, CO 2016 to present
REDACTED Company Name

Oversee 13 direct reports and all operational aspects in delivering 10 corporate business data products to the Global 2000 clients; execute major restructure within IT, Acquisitions and Human Resources, while managing ongoing product development, improvement and support.

- Performed audits to identify gaps in data collection methodologies; automated processes and decreased missing sources by 98%, netting 18% increase in number of records for 2017 and est. 10% in 2018
- Saved over \$72K per year by replacing 3rd party data collectors with technical solutions including API
- Removed all critical security risks and decreased bugs by 55% by managing and coordinating complete technology overhaul, including replacement and implementation of new software and hardware

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- Executed workforce analysis to identify inefficiencies; redefined job descriptions, KPIs, hiring processes, pay scales and workload distribution to address gaps

BUSINESS ANALYST, TERRITORY MANAGER AND RENEWAL MANAGER, Broomfield, CO 2015 to 2016
REDACTED Company Name

Performed analysis and developed business solutions for current customers and prospects within 300+ organizations across Salesforce verticals; increased user adoption and customer retention while reducing IT development hours.

- Achieved 118% of Q1 2016 sales goals within 2 months due to in-depth technical understanding of product combined with exceptional sales skills

DATA GROUP & INSIDE SALES MANAGER, Denver, CO 2013 to 2014
REDACTED Company Name

Grew and led global data group (with resources in the UK and India) and inside sales team to exceed targets by initiating data-driven process and product enhancements.

- Led ISO 9001:2008 marketing process creation and implementation, successfully training global teams without any CPARs
- Created cohesive prospect and customer tracking methodology, resulting in improved ability to identify, segment and analyze market data for new product offerings and sales targeting
- Achieved year-over-year growth of 138% in contact data and 39% in account data acquisition by coordinating efforts of sales reps and outsourced vendors, and by improving data quality, quantity and analysis
- Captured 7-figure pipeline in 3 months by conducting product and phone training, enhancing CRM operations and implementing data-driven process improvements

PUBLISHER, ASSOCIATE PUBLISHER & ACCOUNT MANAGER, Denver, CO 2009 to 2011
REDACTED Company Name

Managed all aspects of online and print publication (50K monthly) including sales, marketing, P&L, staffing, advertising, partnerships, pricing, and production.

- Captured \$380K in net new sales by leveraging print, email, online, digital, data and telemarketing tactics
- Successfully created and delivered new product (AnnuityNews.com) on budget within 3 months
- Saved over \$100K annually by negotiating with vendors; developing and improving processes for subscriber circulation, fulfillment and marketing; and implementing online affiliate and association programs to increase brand awareness
- Saved 480 hours per year in production and increased product quality by refining editorial flow process
- Reduced man hours by 50% for tradeshow, print publication, new client telemarketing, sales and vendor services by analyzing and streamlining processes

OTHER EXPERIENCE

Account Executive, Summit Business Media
Sales and Operations Center Manager, LA Weight Loss
Operations Manager, Reed Elsevier/Reed Business Information
Inside Sales Manager, Page Digital

EDUCATION

Western Colorado University, BA Business Administration, Marketing