

LEAH TORRES

Sr. Director of Marketing & Sales Operations | Data-Driven Strategies | Global Leadership

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Summary

Seasoned marketing and sales strategist with over 15 years' experience, exceptional in creating efficient operations and compelling insights to drive business decisions. Adept at leading cross-functional teams and leveraging tools like SFDC and Marketo for optimal ROI. Most notably scaled global sales infrastructure resulting in streamlined processes and increased sales productivity.

Skills

Salesforce.com, Marketo, HubSpot, Lead Generation, Sales Process Design, Market Segmentation

Experience

TechSolutions Inc.

Dallas, TX

Vice President of Marketing & Sales Operations

01/2017 - Present

- Orchestrated the integration of marketing platforms across global markets, leading to a 25% increase in marketing reach.
- Pioneered a data analytics framework that enhanced lead qualification processes, boosting sales productivity by 30%.
- Spearheaded a cross-departmental collaboration initiative that reduced operation costs by 15% without compromising quality.
- Implemented a market segmentation strategy leading to more personalized customer targeting and a 20% higher conversion rate.
- Successfully aligned marketing and sales objectives with a unified operations strategy, driving a consistent 10% year-over-year growth in qualified leads.
- Led the global expansion of our sales infrastructure using SFDC, resulting in a 35% increase in sales effectiveness across all territories.

Innovatech Ltd.

Austin, TX

Senior Manager, Global Sales and Marketing Operations

06/2012 - 12/2016

- Developed a lead scoring system that improved the efficiency of the sales funnel, increasing the lead conversion rate by 40%.
- Directed the integration of HubSpot with existing CRM tools to provide real-time marketing analytics, enhancing decision making.
- Managed an international project team which executed the go-to-market strategy for new product launches, leading to a 50% increase in initial sales.
- Initiated a sales enablement program that reduced the sales cycle by 25% through superior training and support tools.
- Cultivated a culture of continuous improvement by embedding analytics in daily operations, leading to a 15% uplift in sales process adherence.

MarketStream Solutions

Houston, TX

Director of Marketing Analytics

03/2007 - 05/2012

- Designed and executed a comprehensive analytics suite that increased marketing campaign ROI by 60%.
- Implemented a new reporting structure for marketing campaigns that provided deeper insights into channel effectiveness.
- Closely worked with sales leaders to forecast quarterly sales targets, leading to a 90% accuracy rate.
- Enhanced customer segmentation techniques, resulting in a 30% increase in customer retention.

Education

Tarrant County College

Fort Worth, TX

Associate of Business Administration

01/2003 - 01/2005

Key Achievements



Global Sales Operations Excellence

Achieved a 35% increase in sales effectiveness globally by leading the scale of SFDC infrastructure, revolutionizing the sales process.



Marketing Campaign ROI Boost

Led the analytics team to a 60% increase in marketing ROI through the implementation of robust measurement and analytics platforms.



Lead Conversion Mastery

Masterminded a lead scoring system that sky-rocketed the lead conversion rate by 40%, maximizing sales efficiency.

Interests



Creative Data Visualization

Passionate about transforming complex data sets into engaging and understandable visual stories.



Fitness Technology Trends

Keen interest in exploring and adopting the latest fitness technology trends to drive market growth and consumer engagement.



Global Market Expansion

Dedicated to the study and application of strategies for effective international market penetration and brand expansion.

Languages

English Native ●●●●●

Spanish Advanced ●●●●●

Courses

Certified SFDC Administrator — Completed a comprehensive course on Salesforce administration functions and best practices, provided by Salesforce.

Advanced HubSpot Marketing Software — Gained expertise in the use of HubSpot's marketing platform through an advanced user certification course provided by HubSpot Academy.