

Madlie Armand

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EDUCATION

Herzing University - Milwaukee, WI

Master of Business Administration in Business Analytics

PROFESSIONAL EXPERIENCE

Cybersecurity Account Manager - eScope Solutions Inc. | Yaphank, NY

Nov 2022 - Oct 2025

- Manage a \$5M+ annual client portfolio of 80+ financial institutions (credit unions, and regional banks), achieving 40%+ growth in renewal satisfaction and consistent quarter-over-quarter revenue increases.
- Served as the strategic liaison between C-level clients and the engineering team, translating complex cybersecurity requirements into actionable business outcomes that improved compliance and reduced risk exposure.
- Led and hosted Managed SIEM (Security Information & Event Management) and EDR (Endpoint Detection & Response) demo webinars, helping C-suite executives and IT professionals visualize product performance in real time, increasing solution adoption rates by 30%.
- Represent eScope at national cybersecurity and fintech conferences, negotiating partnership opportunities and expanding the company's financial-sector footprint by over 20%.
- Collaborate with partners including **Microsoft, Fiserv, ConnectWise, TD Synnex, Forcepoint, Ingram Micro, Zix, and AppRiver** to deliver integrated cybersecurity and compliance solutions.

Account Manager - The Hamptons WatchDog | Westhampton, NY

May 2020 - Nov 2022

- Directed client strategy for a luxury real-estate portfolio exceeding \$10M, coordinating multi-vendor workflows that improved service turnaround and retention by 25%.
- Implemented a CRM-based analytics system (Podio + Mailchimp + QuickBooks) to automate client touchpoints, cutting administrative load by 35 hours/month.
- Designed and launched targeted digital-marketing funnels, increasing qualified lead volume by 40% and driving measurable ROI across campaigns.
- Collaborated with legal and finance teams to ensure regulatory accuracy in contracts, tax filings, and billing documentation.

SKILLS

Technical: Salesforce CRM, Hubspot, ConnectWise, Zendesk, Google Analytics, SQL, Podio, Mailchimp, iContact, Canva, Microsoft 365, SIEM & EDR demo tools, Compliance Frameworks (NCUA, FDIC, FFIEC)

Analytical: KPI tracking, data visualization, financial forecasting, performance reporting, risk and market analysis, pipeline optimization, revenue modeling, customer segmentation, and trend identification for decision-making.

Business Development: Enterprise sales strategy, client acquisition and retention, investor and partner relations, proposal design, B2B relationship management, lead qualification, digital marketing campaigns, and customer lifecycle management.

Professional: Strategic communication, leadership, negotiation, cross-functional collaboration, stakeholder engagement, process improvement, adaptability, critical thinking, and multilingual communication (English, French, Haitian Creole).

CERTIFICATIONS

- **Google Data Analytics Certificate** - Data visualization, business reporting, and decision modeling
 - **IBM Cybersecurity Fundamentals** - Compliance frameworks, network security, incident response, and SIEM fundamentals
 - **HubSpot Sales Enablement Certificate** - CRM optimization, pipeline analytics, inbound sales, and customer lifecycle management
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Affiliations: Network After Work (Dallas Chapter), Black Women in Tech, Caribbean American Professionals Foundation, Haitian American Business Network, LeTip International, and East End Women's Network

Languages: English, French, Haitian Creole