

Contact

+420 737 929 671 (Mobile)
luna.shirleycz@gmail.com

www.linkedin.com/in/
lunamayshirley (LinkedIn)
medium.com/@lunamay/ (Blog)

Top Skills

Business Strategy
SaaS Sales
Strategic Partnerships

Languages

English (Native or Bilingual)
Japanese (Professional Working)
Czech (Native or Bilingual)

Certifications

Data Scientist with Python Track
Google AdWords Individual
Qualification
PRINCE 2 Foundation
MSP® Foundation Certificate in
Programme Management

Publications

Turning Insights Into Actions
GDPR First Aid Kit: Risk Analysis
Marketing in Social Media
GDPR Without Stress
Deep Dive Into AI

Luna Shirley

RevOps-Focused CRO | Driving Sustainable SaaS Growth to
€1.25M MRR & Beyond
Prague, Czechia

Summary

I'm a senior manager in MarTech with experience growing series A & series B SaaS businesses with Monthly Recurring Revenue up to €1 250 000 MRR. I enjoy creating an environment that helps businesses to achieve sustainable growth.

UNFAIR ADVANTAGES

The experience I've gained helps me understand what's feasible & my personality gives me the determination to achieve it.

Possessing strong commercial skillset & tech foundations.
Hands-on experience with 40+ businesses from the online retail, AdTech, MarTech, and SaaS space.
Resilient & determined.

ACCOMPLISHMENTS

All below stated accomplishments were only possible due to strong team effort & collaboration across departments. No matter the accomplishment, they belong to all involved.

Transformed stagnant & EBITDA-negative company into ~50 % YoY hypergrowing EBITDA-positive business.
Raised global marketing ROI in B2B SaaS above 900 %.
Designed & launched an AI-enhanced customer lifecycle management process (online retail).

LIFE'S MISSION

My life's mission is to remove obstacles to progress and I exercise it in the following way.

♀# Towards businesses -> Removing barriers to growth & internal maturity.

♀# Towards those around me -> Providing opportunities for success & self-realization.

♀# Towards myself -> Overcoming discomfort & always learning.

Experience

ROI Hunter

6 years

Chief Revenue Officer (CRO)

October 2023 - Present (1 year 10 months)

Brno, South Moravia, Czechia

I've returned to my former role as Chief Revenue Officer to assist the company in achieving its goals for sustainable growth.

- Re-established partnerships as a major source of revenue growth
- Heavily streamlined commercial operations, significantly reducing operational complexity
- Revamped remuneration schemes to incentivize high performance in a challenging environment
- Sponsoring key partnership initiatives with Meta and Snapchat
- Representing the commercial organization at board meetings

External Advisor

August 2022 - September 2023 (1 year 2 months)

As an external advisor, I continued to support the business by overseeing the delivery of RevOps projects.

Chief Revenue Officer (CRO)

July 2021 - July 2022 (1 year 1 month)

Prague, The Capital, Czech Republic

As an interim Chief Revenue Officer, my role is to build a resilient commercial organization and prepare ROI Hunter for the exponential growth phase in 2022 and beyond under a future CRO.

- Responsible for global revenue achievement, achieved 48 % YoY growth at positive EBITDA
- Lead commercial arm of the company consisting of 25+ talented individuals across EMEA & Americas

- Full responsibility for the use & deployment of commercial budgets
- Ownership of commercial incentives & remuneration schemes
- Oversaw revenue-related tech stack & performance tracking infrastructure

Head of Demand Generation & Commercial Ops

August 2019 - July 2021 (2 years)

Prague, The Capital, Czech Republic

My mission at ROI Hunter is to transform the marketing team into a strong revenue-oriented demand generation department by working together with Sales, Product & Finance to ensure the company's long-term sustainable growth.

- Transformed Marketing into Demand Generation, overseeing Marketing, BizDev, and BizOps functions
- Introduced ABM methodology leading to improvement of MQL -> Opportunity conv. rate by 138 %
- Touched deals by demand generation had 24 % shorter time to close & 32 % higher ACV
- Provided support to local sales teams across EMEA & Americas

Yuzuri

Chief Executive Officer

March 2023 - Present (2 years 5 months)

Fukuoka, Japan

Yuzuri is a small boutique agency that provides fractional CRO & Revenue Operations (RevOps) services for Series A & B SaaS businesses, supporting them in their journey toward sustainable growth.

Bloomreach

1 year 10 months

Head of Marketing Enablement (of Exponea, acq. by Bloomreach)

December 2018 - July 2019 (8 months)

Greater New York City Area

Exponea (acquired by Bloomreach), was a global scale-up with 100+ employees & an end-to-end Customer Data Platform (CDP), combining advanced customer data analytics with omni-channel campaign execution. It enabled retail & pure-play e-commerce businesses to understand customer behavior and immediately launch highly personalized campaigns for each individual customer through their preferred channels.

My responsibility was to contribute to Exponea's growth by supporting demand generation & sales activities globally through direct leadership of content & regional marketing teams.

- Co-defined on Exponea's global & regional communication strategy
- Prepared market entry analyses to inform future GTM (US, APAC)
- Executed regional GTM (go-to-market) alongside sales team
- Delivered regional event ROI > 5x (i.e. OMR, NRF, own events)
- Actively provided coaching to the team members to develop them along their growth paths

Head of Content (of Exponea, acq. by Bloomreach)

October 2017 - November 2018 (1 year 2 months)

Prague, The Capital, Czech Republic

Turning insights into stories that convert visitors into customers is my daily bread as Exponea's Head of Content.

My goal is to create a team that will help online retailers to harness marketing automation in the right way and as an effect, contribute to Exponea's organic growth. In order to achieve that, we are bringing together a stellar team of content creators.

- Built up Exponea's internal content team focused on sales & marketing enablement
- Planned content strategy around search intent & sales insights to capture existing demand
- Executed strategy led to organic growth of inbound leads & heavy utilization across the sales process
- Cooperated with the marketing team on the execution of lead generation & nurturing campaigns
- Provided insights to sales teams about on-site content interaction which led to $\approx 20\%$ shorter sales cycle
- Worked closely with SDR, sales teams & management to produce content supporting their needs

E-kom Promotion s.r.o.

CMO

May 2013 - June 2018 (5 years 2 months)

District Brno-City, Czech Republic

All of my responsibilities were centered around helping our, primarily e-commerce, clients generate more revenue and achieve higher profitability through optimization of their marketing activities.

- Provided deep business intelligence analyses to inform growth strategies for our clients
- Executed performance & nurturing marketing strategies for 20+ online retail clients
- Achieved on average 40 % YoY organic growth & performance ROAS > 6 for our online retail clients
- Held client trainings in marketing-related topics especially focused on performance and social media
- Spearheaded the development of AI-enhanced e-commerce insights dashboard

Expats.cz

Marketer & Business Intelligence Analyst

June 2016 - January 2018 (1 year 8 months)

Prague, The Capital, Czech Republic

My role within Expats was to fully utilize my marketing, business intelligence & data science skillset to help the company make decisions supported by data & execute them.

- Generated qualified traffic for News, Jobs & Real Estate sections of the portal
- Reduced jobs & real estate paid campaigns CPA by 63 % at a stable investment level.
- Achieved ROAS > 9 across affiliate projects focused on Prague's English-speaking community
- Outlined and deployed extensive analytical layers for all managed properties to understand user behavior
- Provided insights into the current business, identified opportunities, and validated their feasibility

UNIFER

Online Marketing Mentor

March 2014 - December 2016 (2 years 10 months)

District Brno-City, Czech Republic

I was a mentor for anything related to online marketing. If I wasn't doing workshops with students, I was helping marketing team with their activities for clients.

- Mentoring university students on online marketing-related topics
- Providing coaching & support for a client-facing marketing team
- Holding practical online marketing workshops

FB Heroes, s.r.o.

Co-founder & Head of Marketing

January 2012 - December 2016 (5 years)

Prague, The Capital, Czech Republic

My role here was making sure everything runs smoothly & of course making sure the ROI was as high as possible.

- Reviewing marketing strategies for clients
- Communicating with clients and strategic partners
- Creating corporate strategy and setting goals
- Drafting & executing marketing & PR strategies for key clients
- Managing FBH team

Fashion Days Shopping, s.r.o.

Social Media Specialist & Coordinator, SEE

March 2011 - June 2012 (1 year 4 months)

Czech Republic

- Directly managing performance campaigns for CZ & SR with ROAS > 7 & CPA below 40 % of target
- Directly managing social media presence for the Czech Republic
- Coordinating PPC & SM activities in Bulgaria, Hungary, Romania, Slovenia, Slovakia
- Creating microsites & Facebook applications
- "Backup" IT support for Czech office :)
- Various other tasks

Education

The Institute of Law and Jurisprudence

Master of Business Administration (MBA), Business

Development · (2016 - 2020)