

RACHEL FEINBERG

✉ rachel.feinberg@email.com
☎ (212) 555-0157
📍 New York, NY
🌐 linkedin.com/in/rachelfeinberg

SKILLS

- Revenue Operations
- Salesforce
- HubSpot
- ZoomInfo
- Clay
- Gong
- Salesloft
- SQL
- Tableau
- Forecasting

CERTIFICATES

Salesforce Certified Administrator

Salesforce • 08/2019

HubSpot Sales Hub Software Certification

HubSpot Academy • 05/2023

SUMMARY

Revenue operations manager with 10 years in sales and revenue operations for B2B SaaS and ad tech, managing a 3-person team and the go-to-market stack for 110 sellers. Runs forecasting, Salesforce and HubSpot administration and data enrichment with ZoomInfo and Clay, with reporting in SQL and Tableau.

EXPERIENCE

Revenue Operations Manager

Northpoint Cloud Systems • New York, NY • 01/2023 - Present
Procurement SaaS company with \$85M in ARR and 110 sellers.

- Manage a 3-person revenue operations team and a \$600K go-to-market tool budget.
- Run weekly forecasting for \$85M in ARR, holding commit accuracy within 4% for 7 quarters.
- Build data enrichment flows with ZoomInfo and Clay that filled 92% of missing firmographic fields on 60,000 accounts.
- Integrate Gong and Salesloft activity data into Salesforce, giving managers one view of rep activity and pipeline.

Senior Sales Operations Analyst

Empire Ad Tech Partners • New York, NY • 04/2019 - 12/2022
Programmatic advertising platform selling to agencies and brands.

- Rebuilt the HubSpot-to-Salesforce lead sync for 9,000 monthly leads, cutting sync errors 85%.
- Wrote SQL models and Tableau dashboards for pipeline, win rate and sales cycle by segment.
- Designed territory and capacity plans for 3 annual planning cycles.
- Trained 40 reps and managers on stage definitions and close-date discipline.

Sales Operations Analyst

Garden State Payroll Services • Jersey City, NJ
07/2016 - 03/2019

Payroll and HR services provider for small and mid-size businesses.

- Maintained quota, attainment and commission reports for 50 sales reps.
- Built Excel models for 2 pricing changes and tracked their effect on win rates.
- Cleaned 18,000 account records before a CRM consolidation.

EDUCATION

Bachelor of Business Administration

Baruch College, City University of New York • New York, NY
05/2016
Finance