

# JORDAN TAYLOR

Senior Manager, Revenue Operations

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Video Resume: <https://envision-resume.vercel.app/view/jordan-taylor-muc5wb6e>

## PROFESSIONAL SUMMARY

A Revenue Operations leader specializing in designing and scaling go-to-market systems to enhance pipeline visibility and strategic alignment across Sales, Marketing, and Customer Success. Combines hands-on data analytics with practical process optimization to drive informed decision-making for growing organizations.

## KEY ACHIEVEMENTS

- \* Built revenue operations systems that supported 3x growth from \$20 million to \$60 million in annual recurring revenue.
- \* Improved pipeline velocity by 40% through strategic alignment of Sales, Marketing, and Customer Success workflows.
- \* Standardized Salesforce processes for a 200-person go-to-market organization.
- \* Developed executive-level dashboards consolidating pipeline, forecasting, and customer performance insights.

## PROFESSIONAL EXPERIENCE

### Senior Manager, Revenue Operations

Aurora Health | San Francisco, CA | 2022 - Present

- > Spearheaded the design and implementation of go-to-market systems that enabled significant revenue growth.
- > Directed cross-functional initiatives to enhance pipeline efficiency and collaboration across GTM teams.
- > Architected and deployed operational dashboards and reporting infrastructure for executive leadership.
- > Optimized core revenue operations processes to support rapid scaling and strategic decision-making.

### Revenue Operations Manager

Cobalt Software | San Francisco, CA | 2019 - 2022

- > Standardized CRM processes to enhance consistency and efficiency across a 200-person go-to-market organization.
- > Improved lead-to-opportunity conversion rate by 28% through process refinements and system optimization.
- > Collaborated with Finance on the development and refinement of forecasting models and quarterly business reviews.
- > Managed CRM administration and data integrity to support sales and marketing operations.

### Business Operations Analyst

Greenfield Analytics | Austin, TX | 2017 - 2019

- > Conducted in-depth analysis of go-to-market data to pinpoint growth opportunities and operational inefficiencies.
- > Developed automated reporting solutions, resulting in a documented saving of over 15 hours per week.
- > Supported business operations through data-driven insights and process recommendations.

## CORE COMPETENCIES

CRM & BI Tools: Salesforce, HubSpot, Tableau | Data & Analytics: Excel, SQL, Data Analysis | Operations & Strategy: Go-to-Market Strategy, Process Optimization, Cross-Functional Leadership