BRIELLE STEVENS

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PROFESSIONAL SUMMARY

Revenue operations and growth strategy leader with proven expertise developing GTM strategies, building analytics infrastructure, and driving cross-functional execution across complex, multi-product organizations. Skilled in revenue operations, marketing operations, demand generation strategy, conversion optimization, and customer lifecycle analytics. Experienced managing $175K+ marketing budgets, designing enrollment pacing and forecasting models, building centralized planning systems, and translating customer insights into product positioning and go-to-market strategy. Demonstrated ability to partner with executive leadership, balance competing stakeholder priorities, and drive measurable business outcomes through data-driven decision-making and strategic prioritization.

CORE SKILLS & TOOLS

Revenue Operations & GTM Strategy: Go-to-market strategy development, revenue operations, growth operations, marketing operations, demand generation planning, customer acquisition strategy, campaign prioritization frameworks, enrollment pacing models, revenue forecasting, audience segmentation, customer journey mapping, conversion funnel optimization

Analytics, Reporting & Attribution: GA4, marketing attribution modeling, customer lifecycle analytics, funnel analysis, conversion tracking, Salesforce CRM reporting, campaign performance analysis, enrollment trend analysis, cost-per-acquisition analysis, budget performance analysis, lead source effectiveness, customer cohort analysis

Product Strategy & Roadmapping: Website optimization roadmapping, marketing technology roadmapping, CRM implementation strategy, analytics infrastructure development, product launch coordination, feature prioritization, stakeholder requirement gathering, go-to-market planning

Cross-Functional Leadership & Operations: Stakeholder management and alignment, executive communication, cross-functional workshop facilitation, vendor relationship management (75+ partners), team leadership and mentoring, global team coordination, process optimization, project execution

Marketing Operations & Campaign Execution: Budget management and optimization, paid media planning (Google Ads, Meta Ads, radio, OOH), media partnership negotiation, CRM management and data integrity, email marketing strategy, social media strategy, content development, campaign execution, brand governance

Tools & Platforms: GA4, Salesforce CRM, Mailchimp, Asana, Monday.com, Buffer, Power BI, Microsoft Excel, Google Workspace, Miro, SAP ERP

WORK EXPERIENCE

Marketing and Communications Director

YMCA of Northern Utah | Salt Lake City, Utah | September 2024 – Present

• Lead organization-wide revenue operations and growth marketing strategy across 6 product lines (Preschool, After School, Summer Day Camp, Overnight Camp, Excursions, Membership), managing direct team of 4 marketing professionals and coordinating with 10+ cross-functional stakeholders including executive leadership, finance, operations, development, and program teams to align marketing investment with enrollment targets

• Own revenue operations discipline across product portfolio, managing $175K+ annual marketing budget with 4.6% favorable variance while securing $20K in incremental grant-funded advertising; deploy budget strategically across paid search, social media, email, direct mail, radio, broadcast, and outdoor advertising to maximize enrollment revenue and customer acquisition efficiency

• Develop and execute integrated go-to-market strategies across multiple product lines, driving 7% YoY preschool enrollment growth, 1% YoY overnight camp growth despite operational constraints, and 200%+ capacity overages for newly launched Pack & Paddle Excursion program through audience segmentation, messaging refinement, and demand generation optimization

• Build enrollment pacing models and campaign flighting strategies to optimize demand generation and customer acquisition throughout fiscal year; increased Early Childhood Education annual enrollments from 996 to 1,066 (+7%) while improving parent visibility and enrollment conversion pathways

• Led comprehensive 3,000+ page website audit and developed phased optimization roadmap focused on reducing technical debt, improving user experience, and increasing conversion opportunities; achieved 93,000 annual website sessions (42%

increase YoY) with 10,000 returning visitors (587% increase over 2-year period)

• Design and implement marketing attribution and analytics frameworks using GA4 to connect traffic sources, campaign performance, and enrollment outcomes; scale digital reach to 3.4M impressions (+237%) and engagement to 69K interactions (+141%), enabling predictable customer acquisition planning

• Establish KPI frameworks and executive dashboards using Salesforce CRM and Power BI to measure campaign effectiveness, monitor enrollment trends, track customer lifecycle performance, and support executive decision-making; partner with leadership to prioritize CRM implementation requirements and develop future-state reporting infrastructure

• Manage 75+ vendor relationships across media, production, print, and digital services; negotiate media partnerships with regional and statewide outlets (KUER/NPR, KPCW, ABC4 Utah, FOX13, KSL, Salt Lake Tribune, Standard-Examiner) to expand market reach and maximize brand visibility at optimal cost

• Build centralized marketing planning and prioritization system across departments, improving cross-team alignment and reducing decision-making cycle time; lead 10+ strategic planning workshops with program, operations, development, and leadership teams to balance competing stakeholder requests against organizational goals and available resources

• Leverage AI-powered tools, marketing automation, and emerging technologies to improve team efficiency, streamline workflows, and accelerate content production

Digital Specialist

Stevens Health and Wellness, LLC | Bremerton, Washington | April 2021 – August 2023

• Led analog-to-digital CRM transformation for 100+ clients across 5 U.S. regions, designing implementation strategy and managing migration from paper-based manual processes to centralized digital CRM system; improved data integrity, customer segmentation capabilities, lifecycle tracking, and marketing analytics infrastructure

• Managed end-to-end digital marketing execution and strategy development, driving 20% engagement growth through influencer partnerships and SEO-informed content development across Instagram, Facebook, and LinkedIn

• Developed content and digital campaign strategy supporting customer acquisition and retention; created audience personas and segmented campaign strategies based on customer data, engagement trends, and client feedback to improve conversion rates

• Partnered with executive leadership to identify digital modernization opportunities, workflow optimization, and improved customer engagement strategies; supported technology implementation and process improvement initiatives to increase operational efficiency

Project Manager

The Jauch Group | Villingen-Schwenningen, Germany & Seattle, Washington | September 2016 – March 2021

• Led cross-functional product and customer initiatives across R&D;, sales, product development, and logistics, managing 10-20+ stakeholders per project with budgets exceeding $200,000; coordinated multiple product launches annually across 5+ international markets in North America, Europe, and Asia to drive revenue and market expansion

• Influenced B2B sales pipeline progression (MQL to SQL) and customer conversion, resulting in $100K+ customer orders; translated complex technical hardware products and specifications into clear customer-facing value propositions through 50+ executive presentations across 10 countries

• Managed execution across cross-functional teams, improving communication workflows and project governance to reduce execution bottlenecks; coordinated stakeholder alignment between manufacturing, sales, engineering, and executive leadership to ensure on-time, on-budget project delivery

• Developed product go-to-market strategies, competitive positioning recommendations, pricing analysis, and sales enablement materials supporting global sales conversion and market entry planning

• Conducted factory audits and supplier evaluations throughout Asia, assessing manufacturing capabilities, quality systems, operational processes, and compliance standards to inform sourcing decisions and reduce supply chain risk

• Partnered with senior leadership to improve cross-functional processes, implement risk mitigation strategies, ensure regulatory compliance standards, and strengthen customer experience across global operations

Sales Coordinator

The Jauch Group | Seattle, Washington | Early Career – September 2016

• Translated customer needs and requirements into internal action plans through order entry, quote processing (RFQs), customer account support, and cross-functional coordination with product, operations, and sales teams; managed SAP ERP systems ensuring accuracy across pricing, inventory, and fulfillment functions

• Generated and maintained sales, inventory, and customer activity reports to support forecasting, business development, and executive decision-making; built foundational data analysis and reporting capabilities supporting operational planning

• Supported outside sales representatives through quote preparation, purchase order processing, customer inquiry management, and CRM record maintenance; coordinated vendor relationships, logistics planning, and customer fulfillment activities

• Demonstrated foundational competencies in customer discovery, requirements gathering, stakeholder communication, cross-functional coordination, and problem-solving in a complex, global B2B manufacturing environment

EDUCATION & CERTIFICATIONS

Master of Science in International Marketing | Hult International Business School, London, England | September 2023 – August 2024

Bachelor of Science in Applied Business Management | Brigham Young University-Idaho, Rexburg, United States | September 2015 – April 2023

Professional Certifications & Training: Canva Pro Design Certificate; EMS First Aid Certification

REFERENCES

References available upon request. Additional information available at linkedin.com/in/briellestevens1