STEPHANIE STRAUSSER

Revenue Operations · GTM Systems · HubSpot Architecture · SaaS Growth

Locust Grove, GA · Remote (EST/CST) · stephstrausser@gmail.com ·
470-332-9499 · linkedin.com/in/stephaniestrausser

BS Accounting · MS Marketing · HubSpot CRM · Zapier · QuickBooks Online Advanced · ClickUp · Noloco

PROFESSIONAL SUMMARY

Revenue operations and GTM systems professional with hands-on experience architecting, administering, and integrating the technology stack that powers Sales, Marketing, and Finance in a B2B SaaS environment. At TurningPoint Systems, served as the sole owner of HubSpot CRM enterprise-wide — building pipeline architecture, lead scoring, workflow automation, MQL-to-SQL lifecycle processes, and a multi-system integration connecting HubSpot, QuickBooks Online Advanced, and a custom Noloco client portal. Brings a rare combination of GTM systems depth, revenue operations rigor, and financial acumen from a dual background in accounting and marketing. Thrives in builder environments — creating structure, systems, and scalable processes from the ground up across cross-functional organizations.

CORE COMPETENCIES

GTM Systems & CRM Administration
HubSpot CRM Architecture · Pipeline & Lifecycle Configuration · Lead Scoring & MQL-to-SQL · Deal Stage Automation · Audience Segmentation · System Governance & Documentation

Integrations & Automation
Multi-System Integration Design · HubSpot + QuickBooks + Noloco · Zapier Workflow Automation · API-Adjacent Middleware · Data Synchronization · Vendor & Partner Management

Revenue Operations & Reporting
Subscription Billing Lifecycle · Revenue Recognition (ASC 606) · KPI Dashboards & Executive Reporting · Forecasting & Pipeline Analytics · AR Management · Financial Modeling

Cross-Functional Leadership
Sales · Marketing · Customer Success · Finance · IT Coordination · SOP Development · Process Design · Remote Team Coordination · Offshore Vendor Management

PROFESSIONAL EXPERIENCE

Director of Operations & Finance · TurningPoint Systems, Inc.

June 2025 – Present · Remote

B2B SaaS — ERP (QwikPoint) and compliance software (MultiCat Lite) for candy, tobacco & convenience distribution

GTM Systems Architecture & HubSpot Administration

- Served as sole architect and administrator of HubSpot CRM enterprise-wide — configured deal pipelines, lead scoring models, lifecycle stage definitions, workflow automation, audience segmentation, and MQL-to-SQL handoff processes across Sales, Marketing, and Finance
- Built and maintained a multi-system integration connecting HubSpot CRM, QuickBooks Online Advanced, and a custom Noloco client portal — delivering unified data access across 26 data tables with row-level security and automated data synchronization
- Designed and deployed Zapier automation connecting Clockify time tracking to HubSpot — eliminating manual data entry and creating automated cross-functional reporting workflows

- Managed offshore systems development partner (CG-VAK) end-to-end — translated business requirements into technical specifications, managed deliverables and QA, and coordinated across distributed teams
- Developed and maintained system documentation, governance standards, SOPs, and architecture documentation to support scalability and team onboarding

Revenue Operations & Customer Lifecycle Management

- Led MCL subscription pricing modernization — designed multi-year discount structure (10%/15%), built and executed a 4-touch customer communication campaign end-to-end in HubSpot, and managed full deployment from brief through completion
- Managed subscription billing lifecycle — converted quarterly subscribers to annual contracts, improving revenue predictability and reducing churn; maintained alignment between contract terms, billing schedules, and revenue recognition
- Recovered $218,260 in accounts receivable within 14 weeks through a structured collections strategy — reduced 90+ day past due balances by 97% (from $208,828 to $6,255)
- Delivered 100% on-time monthly financial close and KPI dashboards; produced executive-level reporting, financial models, variance analysis, and pipeline analytics for leadership decision-making

Process Design & Cross-Functional Leadership

- Managed simultaneous cross-functional initiatives across Finance, HR, Marketing, and Technology in a fully remote SaaS environment — coordinating competing priorities and driving execution without direct authority
- Built operational workflows, SOPs, and recurring reporting frameworks to standardize execution across all GTM and operational functions — reducing manual effort and accelerating cycle times
- Designed and deployed Gusto payroll and Brex banking migrations — coordinating requirements, timelines, and communications across IT, HR, and Finance

Office Manager / Marketing Operations · Uncommon Marketing Works

Feb 2024 – Nov 2024 · Remote · Contract

- Managed multi-client marketing campaign operations using ClickUp, HubSpot, and SocialPilot — coordinating task assignments, content scheduling, and performance tracking across simultaneous accounts
- Streamlined accounts receivable processes and managed bookkeeping, multi-state tax compliance, and financial reporting across multiple client engagements

Accounting Assistant · Gregory S. Hagin, CPA

July 2020 – Present · Remote · Contract

- Manage full-cycle bookkeeping, AP/AR, payroll, bank reconciliations, and month-end close for multiple small business clients in accordance with GAAP
- Produce monthly financial statements and maintain general ledger accuracy; support quarterly audit preparation for nonprofit clients

Restaurant General Manager · Yellow Dog Cafe

April 2013 – June 2014 · Malabar, FL

- Managed full restaurant P&L, HR, vendor relationships, purchasing, and daily operations — demonstrating cross-functional ownership, financial accountability, and operational leadership in a high-volume environment
- Maintained perfect health inspection scores two consecutive years; oversaw food ordering, vendor negotiations, and inventory management

Head of Marketing & Research · **SMS Global, Inc.**
Jan 2003 – Sept 2009 · Netherlands · Contract
Welding Services & Project Operations — EU/US markets

- Served as one of four founding team members — owned full operational scope including SOP development, staffing, welder certification management, logistics coordination, project budgeting, contract management, government compliance documentation, and post-project reporting across EU and US markets
- Led international market research, customer intelligence, and business development documentation supporting company growth across a globally distributed operation

Head of Marketing · **Welding Services Europe**
Apr 1997 – Dec 2002 · Netherlands · Contract
Welding services company — EU/US operations, project logistics & business development

- Built a data management system linking European offices with Atlanta headquarters — centralizing sales forecasting data and creating cross-border operational visibility across EU and US markets
- Planned and executed large-scale international conferences (100+ attendees) — coordinating full logistics including lodging, transportation, translators, promotional materials, and equipment across international teams
- Developed and launched a revised employee safety handbook compliant with international laws and regulations — documenting operational standards and SOP compliance across EU markets
- Led European market expansion initiatives and designed customer retention programs that sustained and grew the client base across EU and US regions

EDUCATION

Master of Science in Marketing — Digital Marketing Specialization
2024 – 2025
Western Governors University · Accelerated 2-term completion

Bachelor of Science in Accounting and Business Management
2018 – 2020
Western Governors University

Associate of Science in Culinary Arts · GPA: 4.0
2010 – 2012
Le Cordon Bleu College of Culinary Arts

CERTIFICATIONS & ADDITIONAL

HubSpot Inbound Marketing Certification · HubSpot Revenue Operations Certification · Google Ads Certification (Search) — May 2025 · Digital Marketing & E-Commerce Professional Certificate — Google/Coursera, May 2025

International Operations: 12+ years managing EU/US business operations from the Netherlands — cross-border coordination, multi-stakeholder communications, and compliance documentation