

Alexander Blackwood

Delray Beach, FL - Mobile: 732-858-5910 - Email: alexander@alexblackwood.xyz

Professional Summary: Go-to-market strategist, Revenue Operations leader, and CRM expert with 10+ years of experience managing complex in-house implementations and consulting engagements - particularly in HubSpot. Seeking to combine a rebel spirit with a rigorous, data-driven methodology, I aim to disrupt traditional marketing and sales norms to create groundbreaking protocols and campaigns that captivate, engage, and convert.

Expert at configuring and customizing clean data practices and integrating them with other tools (CRM, ERP, et. al.) to build, test, and deploy enterprise level CRM and technology integrations. I excel at automating workflows which satisfy business requirements and measure the effectiveness of marketing and sales strategies using continuous experimentation on the full funnel with specific growth objectives.

Professional Experience:

Modus Create, Renton, VA (Remote)

Senior Business Operations Analyst

September, 2024 - Present

- Oversee end-to-end planning for GTM (capacity, headcount, quotas, pipeline) by harvesting data from key revenue systems
- Designed and implemented a comprehensive CRM architecture built around HubSpot, including an initiative to implement the lead object structure to improve data integrity, lifecycle management, and the buyer journey from lead to revenue across marketing and sales.
- Overhauled a brittle NetSuite integration that previously caused duplication, redundancy, and system outages by redesigning underlying logic flows, ensuring stable data synchronization and improved system reliability.
- Develop reporting frameworks to measure GTM productivity and GTM incentive program effectiveness.
- Oversee the evaluation, selection, and implementation of key revenue systems, ensuring their successful integration and satisfaction with business requirements
- Implemented lifecycle management improvements with Salesforce integration, aligning marketing and sales processes to facilitate better lead handoff, pipeline visibility, and revenue forecasting
- Manage the integrations, connectors, and workflows within and between GTM systems that more or sync data, and continuously monitor to ensure expected results
- Manage vendor relationships and oversee renewals for all GTM tools, ensuring cost-effectiveness without compromising functionality
- Partner with Sales, Marketing, Client Experience, Finance, and Executive leadership to map and optimize GTM processes

NFM Lending, Ft. Lauderdale, FL (Remote)

CRM Admin

April, 2023 - August, 2024

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- Spearheaded end-to-end revenue operations transformation, implementing an integrated CRM ecosystem that drove 30% improvement in lead-to-customer conversion rates through enhanced pipeline visibility and process automation
- Designed and deployed cross-functional reporting infrastructure connecting marketing, sales, and customer success data, enabling real-time performance tracking and strategic decision-making
- Orchestrated multi-channel revenue optimization initiatives resulting in 25% increase in qualified pipeline generation and 15% improvement in marketing ROI
- Led technology stack evaluation and implementation, ensuring seamless integration between CRM, marketing automation, and business intelligence tools

Particle Theory Labs, Boca Raton, FL (Remote)

Director of Revenue Operations & Business Systems

March, 2020 - March, 2023

- Established company's first revenue operations framework during rapid growth phase, achieving 40% increase in pipeline velocity and 50% improvement in customer engagement metrics
- Implemented HIPAA-compliant CRM infrastructure and governance protocols, enabling secure data management while supporting scalable revenue generation processes
- Developed and executed customer journey optimization strategies, resulting in significant improvements in customer lifetime value and reduced churn
- Built automated reporting and analytics dashboards to track key revenue metrics, providing actionable insights to executive leadership

Chrysalis Institute, New York, NY

Business Systems Administrator

March, 2010 - January, 2020

- Oversaw operational management at Chrysalis Institute, a pioneering provider of novel therapeutics for mood and cognition.
- Led a digital transformation initiative, migrating operations to a cloud-based platform that improved patient data management, enhanced collaboration across departments, and streamlined clinical workflows. This significantly reduced operational costs by 25% and increased patient throughput by 30%.
- Overhauled the CRM system with a focus on improving patient engagement and satisfaction, integrating personalized patient communication pathways and automated follow-up mechanisms, leading to a 35% increase in patient retention and a notable improvement in patient satisfaction scores.
- Developed and maintained CRM strategies, including lifecycle marketing programs and triggered campaigns based on customer behavior.

Education:

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Swarthmore College - B.A. Linguistics

Skills:

Revenue Operations Strategy
Pipeline Management & Optimization
Cross-functional Team Leadership
Data Analytics & Reporting
Process Automation & Optimization
Change Management
Customer Journey Mapping
Revenue Forecasting

Technologies:

CRM & Revenue Tools: HubSpot (Administrator),
Salesforce (Administrator), 6Sense, Gong
Analytics & BI: Looker, Tableau, Google Analytics
Development: SQL, Python, Ruby, Java
Marketing Technology: Google Ads, LinkedIn Ads,
Marketing Automation Platforms