

LIAM CLARKE

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PROFESSIONAL EXPERIENCE

Sellers Shield

Austin, TX

Sales Operations Manager

August 2023 to Present

- Partnered with the CFO to drive annual planning and revenue forecasting, while leading Monthly Business Reviews (MBRs) to align executive leadership on strategic initiatives and resource allocation for the GTM teams.
- Steered sales team strategy through data-driven reporting, developing executive dashboards that influenced key business decisions regarding sales strategy and performance management.
- Architected a new account management strategy that improved client retention rates by 20% and user adoption by 35%, directly impacting Net Revenue Retention (NRR).
- Championed the implementation of Gong to enable data-driven sales coaching, resulting in a 15% increase in close rates across the team.
- Revamped outbound campaigns by implementing a signal-based outreach system (n8n) and optimizing call cadences, boosting conversion rates by over 20%.
- Orchestrated a multi-agent AI architecture using Model Context Protocol (MCP) to automate complex data hygiene workflows and ensure CRM integrity.
- Engineered end-to-end automations using Make, Power Automate, and n8n to handle lead routing and scoring, saving the team over 300 administrative hours annually.
- Accelerated internal tool development by leveraging AI-assisted coding (Claude Code) and serverless deployment (Vercel) to launch custom web scrapers for market research.
- Designed scalable onboarding automations using Make and Apify, increasing partner agent signups by 10%.

Sellers Shield

Austin, TX

Sales Operations Specialist

June 2021 to August 2023

- Led a seamless migration to HubSpot, maximizing data accuracy and reducing downtime to less than 2 hours, which increased CRM adoption and enhanced cross-team collaboration in sales and marketing.
- Created and analyzed sales reports in Excel and Google Sheets, providing actionable insights to drive \$170,000 in new revenue.
- Consolidated lead management and executed inbound strategies, increasing lead quality and generating an additional \$13,000 in 2022 revenue.
- Streamlined lead distribution, reducing assignment time by 20% and improving response rates for faster conversions.
- Implemented a new check processing system, saving \$20,000 annually and enhancing cash flow efficiency.
- Collaborated with Marketing, Operations, and Customer Support to implement cross-functional sales initiatives, increasing lead conversion rates by 25% and accelerating the sales cycle by 15%.

EDUCATION

Texas Tech University

Master of Business Administration

- Projected to graduate in Summer 2026
- Relevant Coursework: Business Strategies in AI, Leadership and Ethics, and Organizational Behavior.

University of Louisville

Bachelor of Arts

- Graduated Magna Cum Laude

TRAINING

HubSpot Academy

- **Super Admin Bootcamp Certification**
- **Revenue Operations Certification**
- **Sales, Marketing, and Service Hub Certification**

MIT Sloan School of Management

Applied Business Analytics

- The six-week Applied Business Analytics certificate program focused on making data-driven decisions and developing practical skills in data analysis, visualization, and predictive modeling.

SKILLS

Technical Skills

- CRM & Revenue Stack: HubSpot (Super Admin Certified), Zoho CRM, Gong, Clay, Iterable, Quickbooks.
- Automation & Integration: Python Scripting, Make, n8n, Microsoft Power Automate, Apify, Model Context Protocol (MCP).
- Data Analytics: Tableau, SQL (PostgreSQL, SQLite), Excel (Advanced Modeling), Google Sheets, Zillow Data Integration.
- AI & Development: AI-Assisted Coding (Claude Code/LLMs), Vercel, Lovable, Web Scraping.

Core Competencies

- Revenue Operations: Pipeline Management, Lead Scoring & Routing, Deal Hygiene, Annual Planning.
- Process Architecture: Customer Onboarding Design, Workflow Automation, Cross-Functional Alignment.
- Strategy: Data-Driven Decision Making, Vendor Management, Sales Enablement, Executive Reporting.