

Bre Sheehan

Revenue Operations & Growth Systems Lead | CRM, Funnel & Automation
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PROFESSIONAL SUMMARY

Revenue, business development, and operations leader with 15+ years of experience building and improving client acquisition systems across healthcare, education, digital marketing, and technical industries, including SaaS and managed services.

Strong background working inside HubSpot to improve lead flow, intake, routing, and pipeline visibility. Known for identifying where revenue breaks down and fixing the structure behind it so teams can follow through consistently.

Comfortable working across sales, marketing, and leadership to improve execution and outcomes.

CORE STRENGTHS

- HubSpot CRM, Lifecycle Structure, and Workflow Setup
- Lead Routing, Qualification, and Prioritization
- Revenue Operations and Pipeline Visibility
- Sales and Marketing Alignment
- Funnel Strategy and Conversion Improvement
- Intake Systems and Follow-Up Process Design
- Cross-Functional Execution and Accountability
- Business Operations and P&L Awareness
- CRM Integrations and Automation (Zapier, Make, API-based workflows)

PROFESSIONAL EXPERIENCE

EmoryDay | Remote Digital Marketing Agency

Senior Growth Strategist | Business Development Lead

2021 – Present

- Managed a consistent pipeline of inbound and outbound opportunities, owning follow-up and progression through the sales process
- Designed and improved lead flow across inbound, outbound, and referral channels to increase qualification and reduce wasted effort
- Worked directly in HubSpot to organize pipeline stages, improve tracking, and give clearer visibility into lead status and ownership
- Identified gaps in intake and follow-up that were causing missed opportunities, then helped implement more consistent processes across the team

- Built and improved CRM-connected workflows using tools like Zapier to reduce manual work and support more consistent lead handling
- Partnered with sales and marketing to improve how leads were routed and prioritized, leading to stronger response consistency
- Built and executed funnel strategies (VSL, paid acquisition, organic outreach) tied directly to pipeline generation and sales outcomes
- Supported onboarding of new sales team members while maintaining individual performance
- Worked with clients in managed services, manufacturing, and other technical industries, adapting lead handling and follow-up to longer, more complex sales cycles

DVMElite | Remote Veterinary Consulting & Marketing Agency

Account Strategist | Client Success Director

2015 – 2021

- Managed 20+ client accounts at a time, supporting retention, growth, and performance
- Built referral relationships that contributed to ongoing client acquisition and long-term engagement
- Worked on the design and implementation of Upbook, a CRM and client engagement platform, supporting workflow structure, user adoption, and practical use across internal teams and clients
- Led onboarding and structured follow-up processes to improve client experience and retention
- Worked cross-functionally to identify performance gaps and improve results across accounts

Animal Behavior College | Santa Clarita, CA

Admissions Director | Business Development

2012 – 2015

- Conducted high-volume intake and qualification calls, consistently ranking as a top-performing closer
- Trained and supported a team of 20 representatives on intake, follow-up, and conversion approach
- Helped scale enrollment through improved intake processes and program expansion
- Built a government-funded education program for veterans and military spouses from the ground up

Waismann Institute | Beverly Hills, CA

Admissions Manager | Medical & Business Operations

2008 – 2012

- Managed full intake and admissions pipeline for a private-pay medical facility

- Closed treatment programs ranging from \$18K to \$35K in high-stakes, time-sensitive situations
- Acted as primary point of contact for patients and families, coordinating across clinical and operational teams
- Maintained referral relationships and ensured consistent, ethical admissions practices

EDUCATION

B.S. Psychology - University of Massachusetts, Amherst

A.S.N. Nursing - Cochise College

ADDITIONAL WORK

Process documentation and systems thinking examples: <https://bresheehan.com/free-resource>