

MARINE SARUNI

Revenue Operations | GTM Operations | CRM Systems

+254710 169 301 | marinesaruni@gmail.com | www.linkedin.com/in/marineopsstrategist

PROFESSIONAL SUMMARY

Revenue Operations professional who builds the systems behind B2B revenue — CRM architecture, lifecycle management, pipeline operations, automation, and reporting across HubSpot and Salesforce. Built Zawaa Tech's HubSpot CRM from scratch and ran 500+ outbound discovery conversations with SaaS founders and operators, converting that outreach into 4 interview opportunities (3 Kenya-based, 1 international). Diagnosed a recurring pipeline-forecast problem to inconsistent stage definitions across reps and built a standardized playbook to resolve it. Brings additional technical depth across APIs, SQL, Python, Linux, and AWS infrastructure. Targeting Revenue Operations, GTM Operations, and CRM Operations roles.

500+ GTM discovery conversations run · CRM built from scratch in HubSpot · ~95% SLA / CSAT maintained · End-to-end AWS project shipped (S3 → CloudFront → Lambda → DynamoDB)

TECHNICAL SKILLS

CRM & RevOps — HubSpot (Custom Objects, Workflows, Reporting, Integrations); Salesforce (Flow, Process Builder, Reports/Dashboards, Data Loader); CRM Data Governance & Hygiene; Pipeline Architecture; Lifecycle Management; Lead Routing & Scoring; Attribution Modeling; Forecasting; Revenue Metrics (CAC, LTV, NRR, Magic Number).

GTM Systems & Automation — Zapier (Multi-step Zaps, Webhooks, Error Handling); Notion (Relational Databases, Templates, Automation); Native HubSpot/Salesforce Automation; Workflow Mapping & Optimization; Excel/Google Sheets (Pivot Tables, XLOOKUP, Forecasting); SQL; Data Visualization; Cohort & Conversion-Funnel Analysis; Cross-functional GTM Handoffs.

Cloud & Technical — AWS (S3, CloudFront, Route 53, API Gateway, Lambda, DynamoDB, SAM); GitHub Actions; Linux; Python (boto3); APIs & Webhooks; HTML/CSS/JavaScript; Infrastructure as Code; CI/CD.

PROFESSIONAL EXPERIENCE

Founder — RevOps & GTM Systems Consulting, Zawaa Tech

Sep 2024 – Present

- Audited B2B SaaS GTM workflows across lead capture, pipeline management, and CRM hygiene; traced a recurring forecast-accuracy problem to inconsistent pipeline-stage definitions across reps — e.g., “Proposal” meant sent-but-unsigned to one rep and signed-and-reviewed to another — and built a standardized stage-definition playbook to resolve it.
- Built Zawaa's HubSpot CRM from the ground up — custom objects, field mapping, lifecycle stages, and lead-to-revenue attribution logic — establishing the core lead-to-customer data infrastructure.

- Engineered workflow automation across HubSpot Workflows, Salesforce Flow, and Zapier for lead routing, lifecycle updates, and handoffs, removing manual steps from day-to-day execution.
- Built pipeline-hygiene, forecasting, and executive reporting across HubSpot, Salesforce, and Excel, giving stakeholders one reliable view of pipeline health and forecast trends.
- Designed ordinal lead-scoring models and behavioral triggers to separate activity from genuine buying readiness, sharpening sales prioritization and marketing-to-sales alignment.
- Standardized SDR prospecting, AE handoffs, CRM governance, and CS onboarding into reusable GTM playbooks in Notion; prototyped AI/LLM workflows for call summarization and CRM note generation along the way.
- Ran 500+ outbound discovery conversations with SaaS founders and operators — direct GTM practice that converted into 4 interview opportunities (3 Kenya-based, 1 international) and sharpened go-to-market positioning.

Customer Support Agent, CCI Global

Jan 2025 – Jan 2026

- Resolved 150+ complex B2B customer inquiries per month via CRM/ticketing workflows, maintaining ~95% CSAT and ~95% SLA compliance.
- Diagnosed a ticket-allocation bottleneck causing uneven workload across the team and designed a round-robin routing process — adopted team-wide — to fix it.
- Maintained CRM/ticketing data integrity across thousands of accounts through duplicate management and standardized data practices, supporting accurate reporting.
- Earned Top QA Performer recognition among 15 agents for consistently meeting SLA and KPI targets

Industrial Attachment, State Department for Interior and Citizen Services

Sep 2021 – Jan 2022

- Mapped legacy business processes using process maps and centralized databases; identified digitization and automation opportunities.
- Maintained centralized databases and generated compliance reports supporting accurate, consistent stakeholder records.

PROJECT & CERTIFICATIONS

Cloud Resume Portfolio — AWS

- Built and deployed a semantic HTML/CSS resume site to Amazon S3, with HTTPS delivery via CloudFront and a custom domain via Route 53.
- Built a serverless visitor-counter API — API Gateway, Lambda, DynamoDB, Python/boto3 — defined as Infrastructure as Code with AWS SAM.
- Automated testing and deployment with GitHub Actions, covering backend CI/CD and frontend cache invalidation on every change.

Professional Development

AWS Cloud Practitioner (in progress) — core services, security, networking, and the shared-responsibility model. Deloitte WorldClass — coursework in personal branding, leadership, and digital/financial literacy.

EDUCATION

BSc, Business Information Technology (BBIT) — Zetech University, 2026. Coursework: Database Systems, Business Process Management, Enterprise Resource Planning, Systems Analysis & Design, Data Analytics.

Diploma in Information Technology — Kiriri Women's University of Science and Technology, 2022.

German Language (B1) — Goethe-Institut, 2022–2023.