

DURELL BAPTIST

PROFESSIONAL CONSULTANT



INDUSTRY EXPERIENCE

- Technology
- Services
- Government
- Military

FUNCTIONAL EXPERIENCE

- Revenue Operations
- Program and Project Management
- Leadership and Team Management
- Data Analysis
- Process Improvement
- Client and Stakeholder Management
- Strategic Planning
- Operational Analysis
- Cross-Functional Leadership
- End-to-End Process Mapping

SYSTEMS EXPERIENCE

- Microsoft Office (Excel, Word, PowerPoint, Outlook)
- Google Suite
- Salesforce
- HubSpot CRM
- Monday CRM
- NetSuite
- SharePoint

EDUCATION & CERTIFICATIONS

Bachelor of Science, Business Administration – The George Washington University

EXECUTIVE SUMMARY

With 18 years of experience, including a distinguished tenure as a United States Marine, I bring a robust background in leadership, process improvement, and operational efficiency. My expertise in revenue operations involves aligning KPIs, managing cross-functional teams, and spearheading strategic initiatives to drive enhanced performance. I am adept at leveraging data-driven insights to optimize processes and foster sustainable growth. Committed to continuous learning, I approach each challenge with a solutions-driven mindset and a dedication to delivering impactful results.

RELEVANT EXPERIENCE

- Currently supporting private equity backed service company with implementation of a fully integrated CRM system, transitioning the organization from no CRM previously. Spearheaded training for sales reps on a new sales process, streamlining workflows and eliminating bottlenecks.
- Led annual sales bottom-up planning for a \$600 million company, enhancing commercial organization’s revenue strategies, resulting in a 15% increase in sales efficiency.
- Managed quotas and KPI setting for revenue operations, aligning with client management goals to drive a unified increase in organizational objectives.
- Developed and implemented key revenue-generating programs, leveraging data analysis to boost commercial team effectiveness, resulting in a 20% improvement in operational performance.
- Collaborated closely with senior leaders, including the CRO and finance, to enhance cross-functional communication and coordination, ensuring cohesive planning and execution.
- Implemented end-to-end process mapping to optimize workflows, leading to a 25% reduction in process bottlenecks and improved operational efficiency.
- Applied Lean Six Sigma methodologies to streamline processes, achieving a 20% reduction in operational delays and enhanced team coordination.
- Utilized SQL for data analysis to drive strategic decision-making and process improvements, enhancing overall performance metrics by 18%.
- Designed and delivered training programs to improve team skills and client management capabilities, resulting in a 30% increase in team productivity and effectiveness.
- Managed client relationships and served as a primary contact for senior executives, improving client satisfaction and alignment with organizational goals.

PROFESSIONAL CHRONOLOGY	
September 2024 – Present	Professional Consultant <i>Vaco</i>
2022 – 2024	Program Manager, Revenue Operations <i>Bandwidth</i>
2018 – 2022	Senior Management Analyst <i>Veterans Benefits Administration</i>
2017 – 2018	Management Analyst <i>The Pentagon</i>
2006 – 2017	Operations Analyst <i>The United States Marine Corps</i>