

Mandy Miller

DIRECTOR OF OPERATIONS · AGENCY SYSTEMS & OPTIMIZATION

Wilmington, NC (open to remote) | 239-404-0821
mandy@mandymiller.co | linkedin.com/in/mandymillerilm

November 1, 2026

Hello Hiring Team,

> I build the operating systems that let a business run on structure instead of on one person: connected data, streamlined process, and the oversight to keep optimizing. Scattered tools and teams that run on memory are exactly the problems I'm drawn to.

I've spent seven years with SaaS Hero, a Google Premier Partner agency for B2B SaaS, and I've led its operations since 2022. I helped grow the team **from 2 to 20** while the agency grew revenue **nearly 1,500%** over eight years, and it now supports **$18M+ in projected annual ad spend**. I own the handoff from sales to delivery, having personally onboarded **200+ client accounts**, and I built out ClickUp and integrated it with our critical agency tools and processes, so the team can run the work without tapping someone on the shoulder.

Most recently, I used AI-assisted development to customize and build out our **Marketing Hub**, a workspace that connects client onboarding, strategy, keyword research, creative review, four paid-media channels and client collaboration in one place. The idea is simple: client knowledge informs the plan, the plan informs the creative, performance informs the next decision, and clients review the work in context. It's designed to cut tool switching, make handoffs cleaner and give leaders the oversight to see what needs optimizing next.

I bring the same approach outside the agency. For a multi-truck party rental business, I built an operations command center that:

- Integrates the rental software, GoHighLevel CRM, a crew app and an AI chat assistant into one view of the business
- Uses AI tools to turn years of scattered lead and booking records into one cohesive customer view
- Automates an 11-stage customer lifecycle, with guardrails and human approval on every AI-drafted reply
- Surfaces revenue the team used to miss, from balances due to upsells and anniversary rebooking

The owner now runs the business from one screen instead of four tabs.

That's the pattern I'd bring to your team: map how work and data actually move, build one source of truth, automate the busywork, write down the SOPs, and put the KPIs where leadership can see them. I don't expect authority on day one. I earn it with structure and results.

My goal in any operations role is to **free leadership to step out of the day-to-day** and build a team that runs smoothly without them. I'd love to walk you through the Marketing Hub and talk about what my first 90 days could look like.

Thank you,

Mandy Miller