

Mandy Miller

DIRECTOR OF OPERATIONS · AGENCY SYSTEMS & OPTIMIZATION

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"My job is to make my team's jobs easier." I'm a people-first operations leader with 15+ years across agency, SaaS and marketing teams, including seven years with SaaS Hero, a Google Premier Partner agency. I connect the tools, data and people behind a marketing program so teams spend less time hunting for context and more time optimizing the work. Lately that means AI-assisted builds that pull scattered data sources into one clear view, with the oversight leaders need to make the next decision.

~1,500%	2 → 20	$18M+
SaaS Hero revenue growth over eight years	agency team growth (10x)	projected annual ad spend supported

CORE SKILLS

Agency Operations • Marketing Operations • Workflow Optimization • Data & Systems Integration • Process Automation • AI-Assisted Development • Client Lifecycle & Experience • Information Architecture • Hiring & Team Building • Culture & Morale • SOP Development • KPI Dashboards • P&L Management • Change Management • Remote Team Leadership

EXPERIENCE

Director of Operations · SaaS Hero

2019 – PRESENT

Performance marketing agency for B2B SaaS · Google Premier Partner · G2 recognized · remote team · Director of Operations since Feb 2022, consulting through a mid-tenure break

- Helped grow the team from 2 to 20, hiring for fit with both the team and the role, onboarding people well, and keeping morale high through 10x growth.
- Own the handoff from sales to delivery, so every new client and our team start on the same page. I've personally onboarded 200+ accounts.
- Built out the agency's processes in ClickUp as the backbone of delivery and integrated it with our critical agency tools. Today the client lifecycle, CRM, pipeline, onboarding and project work all run on shared process instead of memory.
- Used AI-assisted development to customize and build out the agency's Marketing Hub: one connected workspace for client onboarding, strategy, keyword research, creative review, four paid-media channels (Google, Meta, LinkedIn, Microsoft), analytics and client collaboration.
- Designed the Hub around oversight and optimization: audit findings, budget pacing and alert workflows, experiment tracking, and a shared "Client Brain" so account knowledge doesn't live in one person's head.
- Scaled operations as Google Ads spend under management grew 143%, from $6.05M in 2020 to $14.7M through Oct 2026, with $18M+ now projected annually across channels.

Director of Operations · Party Rental Business

OCT 2024 – PRESENT

Multi-truck event rental company with a field crew · I work with operators to build the tools that make their day easier

- Replaced a patchwork of disconnected tools (rental software, CRM, client support, finance, routing, scheduling, live tracking, customer communication, reporting and inventory) with one operations command center where every booking, conversation, event detail, delivery and balance lives.
- Used AI tools to pull years of scattered lead and booking records into one cohesive customer view, with duplicates merged, repeat customers flagged and each customer's full history in one place for personal outreach and rebooking.
- Automated an 11-stage customer lifecycle in GoHighLevel with texts and emails at every step, plus guardrails so a broken link or an outdated quote never goes out.
- Connected an AI chat assistant to live order data. It drafts replies, and a person approves every one before it sends.

- Added revenue tools the team used to miss: balance-due tracking, an inventory-aware upsell and anniversary rebooking.
- Built a crew-specific mobile app with individual and team routes, packing checklists, photo proof, repair queues, live GPS ETAs and automatic client updates that head off incoming support questions.

Operations Consultant · Mandy Miller, LLC

MAR 2016 – PRESENT

Contract operations partner for small businesses and digital marketing agencies

- The ops partner growing teams call when the work outgrows the process. I set up onboarding, project management and communication systems, help find the right people, and leave behind a team that can run it without me. Includes ongoing operations consulting for SaaS Hero.

Director of Operations · Ten8Tech

AUG 2017 – APR 2018

Public-safety communications SaaS, later TechVoice (acquired by Versaterm, 2021) · previously Director of Strategic Relationships (Nov 2016 – Aug 2017)

- Secured and managed a $532,579 grant funding the Victim Link platform and its Seek Then Speak survivor reporting portal, owning reporting and compliance.
- Coordinated key accounts and ran a beta program that rolled our software out with real cities across the country, including reporting systems for the Olympics and the US Navy.
- Partnered with the executive team at End Violence Against Women International (EVAWI) to rebrand and relaunch the now-viral national Start by Believing campaign.
- Project-managed products, brands and marketing plans from concept to trade-show ready for Tri-Con, the largest law enforcement conference in the country.
- Recruited and kept top talent, led team management and training, built SOPs across four core products, and led investor relations and product branding.

Manager, Customer Engagement · Untappd

JAN 2016 – AUG 2016

Social beer app with nearly 3 million users · joined as Untappd merged with Next Glass

- Mapped the customer journey with cross-functional teams, then built behavior-triggered email and in-app campaigns in Intercom.
- Built a knowledge base (FAQs, screencast tutorials, webinars and forums) that answered the easy questions so the success team could focus on the hard ones.
- Turned customer feedback into a voice in product planning, helping quantify and prioritize features sprint by sprint.

Client Success Manager · Next Glass

MAR 2015 – JAN 2016

A role created to prove that chemistry could sell bottles in a real store

- Launched and managed retail and brand partnerships with Total Wine & More and HeinekenUSA.
- Coordinated a regional rollout of geo-fenced push notifications that sent nearby users coupons for bottles matched to their taste.
- Built engagement campaigns from each user's taste profile and in-store sales data; one segmented email hit a 45% open rate.
- Created the in-store training program so staff could confidently explain the brand and the science behind it.

Director of Social Media · Next Glass

AUG 2014 – MAR 2015

Wilmington startup with a lab, a mass spectrometer and a bold idea: score every beer and wine by its chemistry

- Built Next Glass News, a content site publishing 6 articles a day that drove about 12K visits a day and converted 14% of visitors into beta sign-ups.
- A/B tested everything from Facebook ads to the welcome email, cutting paid acquisition cost from $14.53 to $0.43.
- Helped deliver a launch that hit 100K downloads in 2 days and 250K in 10, earned a feature from Apple, and drew coverage from TechCrunch, NBC News, USA Today and CNN.
- Grew our communities ahead of launch: Twitter +2,967%, Instagram +956%, Facebook +335%.

Digital Account Executive · SayItSocial

JUN 2014 – SEP 2014

Full-service digital agency

- Managed online communities for clients ranging from Fortune 100 to Fortune 5000 brands, and wrote content-marketing pieces on digital strategy.

Director of Marketing & Project Development · sticky IT

DEC 2012 – SEP 2014

Creative agency

- Ran client projects from kickoff to launch and beyond, kept clients happy with steady communication, and owned marketing strategy, social media, branding and trade shows.
- Spotted the smaller projects hiding inside big ones and got the team moving on them.

Sales Operations Specialist · Onset Dermatologics

JUL 2010 – NOV 2012

Specialty dermatology pharmaceutical company · grew from Marketing Associate to Marketing Assistant Manager to Sales Operations

- Ran operations, systems and projects for a 49-territory national sales team, and integrated the sales force during the acquisition of Triax Pharmaceuticals.
- Led a CRM migration from proposal through launch, and planned and ran 4 national sales meetings.
- Designed an online sample-management system for monthly rep requests and inventory, and supported product launches, sales-force promotions and international trade shows.

TOOLS & PLATFORMS

Operations ClickUp • Asana • Monday • Miro • Google Workspace • PandaDoc

CRM & Marketing GoHighLevel • Intercom • Clay • Unbounce • Google Ads • Meta Ads • LinkedIn Ads

AI & Automation ChatGPT • Claude • Zapier • Make.com • Lovable • REST APIs & Webhooks

Design Canva • Figma

EDUCATION

University of South Florida — B.A., Public Relations, Advertising & Applied Communication · BBA, Business Administration and Management · 2006 · **Magna Cum Laude**

Robert Greenleaf Leadership House, Resident and Committee Chair · Emerging Leaders, Student Founding Member and Counselor · PRSSA · Dean's List (2002–2006)