

T I N A N O V O A

OPERATIONS | MARKETING |
BUSINESS DEVELOPMENT

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PROFESSIONAL SUMMARY

Results-driven operations, marketing, and business development executive with extensive experience leading strategic initiatives, improving profitability, optimizing processes, and driving revenue growth within automotive retail and technology environments. Proven track record of negotiating multimillion-dollar agreements, reducing operating costs, improving sales performance, building scalable processes, and strengthening OEM and executive relationships. Combines strategic leadership with a hands-on, practical approach to solving complex business challenges.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA), MARKETING MANAGEMENT

California State University, East Bay

BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION AND ECONOMICS

University of La Verne, Athens

WORK EXPERIENCE

DIRECTOR OF OPERATIONS, MARKETING, BUSINESS DEVELOPMENT

WE HELP DEALERS / 2020 – PRESENT

- Advised and supported 302 small businesses, automotive franchise dealerships, and independent dealerships, developing and implementing strategies to increase revenue, reduce expenses, improve profitability, and strengthen sales, service, and marketing operations.
- Led complex initiatives across the full project lifecycle, including planning, scope definition, design, execution, implementation, and delivery.
- Negotiated a \$2M cash payment to dealer for an open point franchise acquisition, and a second one for \$1M.
- Recovered a combined \$2.3 million in OEM rebates, incentives, and co-op funds on behalf of dealership clients.
- Negotiated 17 dealer sales and service agreements with 5 OEMs involved.
- Negotiated 57 month-end mutually beneficial program initiatives between dealerships and OEMs.
- Designed and developed a comprehensive dealership university, including sales and service training content.
- Built and implemented 7 business development centers (BDC), including customized processes, email templates, and phone scripts.
- Presented vendor program analyses and strategic recommendations to C-suite leadership.
- Developed and executed marketing strategies spanning website management, SEO, SEM, social media campaigns, events, performance measurement, and reporting.
- Partnered with client IT teams to implement and manage automation processes supporting operational efficiency and project execution.
- Provided strategic consulting and practical solutions to improve operational performance and business outcomes.

SENIOR VICE PRESIDENT OPERATIONS

SHIFT TECHNOLOGIES / 2023-2024

- Led short- and long-term sales planning and forecasting processes, aligning key stakeholders around timelines, systems, business objectives, and customer requirements.

- Reduced headcount by 66% and decreased marketing spend by 90%, from \$1 million per month to \$100,000 per month, while increasing lead conversion, vehicle sales, front-end gross profit, and back-end averages.
- Eliminated redundant vendor services and unnecessary expenses to better align operations with the company's strategic plan.
- Defined IT system requirements for pricing algorithms designed to improve vehicle acquisition competitiveness and inventory turn rates.
- Redesigned operational procedures to reduce inventory age by approximately 200 days and increase sales velocity by 52%.

DIRECTOR OF MARKETING OPERATIONS

CARNAMIC (AUTO GROUP) / 2018 – 2020

- Directed marketing operations for a multi-line new and pre-owned automotive dealership group in partnership with C-suite executives and department leadership.
- Standardized variable and fixed operations processes to improve consistency, efficiency, and effectiveness across the organization.
- Managed OEM relationships involving Hyundai, Kia, Nissan, INFINITI, and Mitsubishi, including sales and service operations and franchise agreements.
- Negotiated favorable dealer cash programs generating more than \$1 million in additional incremental revenue during tenure.
- Managed vendor relationships and leveraged group purchasing power to secure competitive rates, saving more than \$250,000 annually.
- Oversaw inventory pricing strategies that increased sales effectiveness by 22% and overall gross revenue by 17%.
- Optimized SEO and SEM spending by aligning campaigns and audience targeting with available inventory.
- Developed targeted social media campaigns based on dealership positioning, unique selling propositions, and core values.
- Built a business development center from the ground up, including processes, staffing, customized email templates, and phone scripts.

DISTRICT SALES MANAGER

SUBARU OF AMERICA / 2014 – 2017

- Collaborated daily with franchise dealerships to maintain compliance standards as they related to the sales and service agreements, specifically retail sales share and effectiveness, parts and service operations, assurance product performance, market representation, dealer development, customer satisfaction, and wholesale.
- Became the only District Sales Manager in the company to successfully manage two districts, representing 20 of 26 retailers in the San Francisco Zone.
- Achieved a record-breaking 60% retailer penetration for the Stellar Care Award.
- Earned national recognition for improving customer satisfaction performance, advancing the district to #3 in the country.
- Consistently ranked #1–#3 nationally for vehicle service contract penetration and #1 for Starlink registrations.
- Recognized by the CEO for helping save the company millions of dollars in potential litigation expenses through alignment of incentive and state requirements.
- Recruited and onboarded dealership management talent through proactive prospecting and cold-calling strategies to strengthen dealership operations, sales, and profitability.
- Consistently exceeded wholesale targets by partnering with dealers to develop retail pull-through strategies based on customer needs, competitive conditions, pricing, and marketing.

PROFESSIONAL SKILLS AND EXPERTISE

Operations Leadership | Strategic Planning | Process Improvement | Business Development | Project Management | Change Management | Budget Management | Risk Analysis | Marketing Strategy | SEO | SEM | Social Media | Marketing Analytics | Google Analytics | Lead Conversion | Revenue Growth | Customer Satisfaction | OEM Relations | Dealer Operations | Franchise Agreements | Fixed & Variable Operations | Inventory Strategy | Business Development Centers | Fleet | Negotiation | Vendor Management | Relationship Management | Training & Development | Financial Analysis | Quantitative Analysis | Problem Solving | Conflict Resolution | Executive Presentations | Microsoft Office | Google Workspace | Google Analytics | Generative AI