

# Sam Vanegas, M.B.A.

[www.SamVanegas.com](http://www.SamVanegas.com) | +1 (239) 728-1069

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## EXECUTIVE SUMMARY

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Career of over a decade working with multiple stakeholders to complete a project, training, project/program management, identifying problems, and implementing plans to increase efficiency. An individual with love for planning, organizing, analytical thinking and creating structure. Strengths include planning, collaboration and thinking about the future, and an impressive ability to learn and adapt quickly, whether working independently or as a team. Overall, I am an individual with a passion for continuous improvement (both professionally and personally), automation, and efficiency.

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## PROFESSIONAL EXPERIENCE

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**PUREINTEGRATION | Technology Software | Hybrid / Reston, VA**

**March 2023 – Present**

***Sr. Sales and Marketing Operations Manager***

- Engage and manage external marketing resources and vendors (as needed) for website hosting, marketing content creation, and company promo product creation and ensure they fulfill SLAs.
- Grew the company's social media page following by 1900 in the last year and create content and copy for those social posts (LinkedIn, Glassdoor, Twitter, etc.).
- Build and track campaign analytics and reports through HubSpot for website, email campaigns, and social media.
- Develop and deliver company communications (e.g., company newsletter, state of the union events, CEO Communication, SharePoint Intranet site).
- Work with the CCO, COO, and Directors to collect and organize project credentials, offering and capability assets, and deliverables to develop sales collateral. Working with that team to edit, write, review, produce and publish content for white papers, blogs, website updates, social posts, and testimonials.
- Implement automation and workflows where appropriate to reduce manual efforts by 25%.
- Oversee the execution of the Client Satisfaction Survey and Holiday gift processes and create the associated messaging. Leading to an 82% response rate on the Surveys.
- Provide travel support for growth team, including providing marketing collateral scheduling group meetings, maintaining calendars, doing research, securing hotel blocks, managing travel and expense dashboard, and tracking costs of large events for leadership team.

***Sr. Business Operations Associate***

**December 2021 – March 2023**

- Presented and defend new policies and procedures to entire organization and host pureInsight sessions for entire workforce. In addition, regularly create presentation and speaker notes for senior management.
- Office Management: Solicit bids from vendors for services; order and track supplies and equipment. Order office supplies, business cards, order coffees, and purchases at Costco. Coordinate and prepare for internal and customer meetings (Catering-restaurants), facility management, distribute mail, coordinate office maintenance, update HQ directory, print labels, FedEx shipping, and manage door security and access cards.
- Drafted internal communications/emails: Welcome, birthday, anniversaries, new open positions at PI, visitors, quarterly Newsletter, employee engagement events, pureWellness, and other Reston Office miscellaneous. These communications solidified the branding and received an average 39% open rate.
- Oversaw marketing, office management, and employee engagement budgets. Saving over \$68,000 to the yearly budget within the first half of the year.
- Internal Project Management for Marketing efforts – Managed and tracked marketing projects to completion, managed and recommended changes to project deliverable schedule/priorities, ensured marketing efforts stay within allotted budget, followed up with internal stakeholders for pending deliverables and keep CCO up-to date daily via daily activity tracker.

**ATH POWER CONSULTING | Market Research | Remote**

**June 2019 – December 2021**

***Vice President of Operations***

- Wrote blogs, created content as a representative of the company and launched e-mail campaigns through Zoho Campaigns or Mailchimp that received a consistent 18-22% open rate.

- Handled employee conflicts, employee write-ups and internal communications.
- Supported sales and marketing teams to ensure they have the correct lead information and assist with creating relationships for business development leading +\$124K in sales.
- Single-handedly managed the successful upgrade and deployment of transitioning of shopper pay to a new platform from start to finish.
- Initiated change of all shopper communications to become more modernized and easier to read leading to a reduction of questions from shoppers by 32%.

**HERTZ CORPORATION | Global Transportation | Estero, FL**

***Human Resources – Leadership Development Program***

**August 2018 – June 2019**

- Supported Senior Director of Talent Development and Senior HRBPs with the launch and results of an Employee Voice Survey for over 25,000 employees globally with 13 different languages.
- Designed internal communications and training content for talent management and leadership development teams.
- Assisted with termination and layoff communication of over 50 employees.
- Found a risk to company assets and lead a Lean Six Sigma project while collaborating with multiple departments to reduce defects by 78%.
- Created a development plan framework to be used by all employees and departments company wide.
- Provided structure and training around the Leadership Development Program and mentored other analysts.
- Recognized for my project management strengths to lead several initiatives for the HR COE and for supporting other parts of the organization.

**HERTZ CORPORATION | Global Transportation | Estero, FL**

***Manager – Executive Clientele***

**August 2014 – August 2018**

- Served as the primary point of contact and managed rental reservations for 200+ senior leaders / celebrities.
- Assisted area manager by mentoring, guiding, and coaching 46 employees across the SWFL region.
- Facilitated training and coaching sessions with 30+ airport customer service representatives to ensure a seamless transition to the Ultimate Choice model project. Led job shadowing exercises, addressed questions/issues, and served as a trusted advisor to implement actions post-training.
- Selected by Head of Program to create a cross-functional rotational program for 50+ summer interns to gain exposure to customer-facing operations, allowing for interns to quickly learn about the business and add value. Led weekly scheduling process and facilitated session debriefs.
- Directed marketing campaigns and customer service issues for the Red Sox during Spring training in Fort Myers. Distributed promotional items and coupons at various tabling events to increase Hertz brand awareness.

**HERTZ CORPORATION | Global Transportation | Estero, FL**

***Manager – Branch/Assistant/Associate/Trainee/Intern***

**June 2012 – April 2014**

- Directly oversaw a headquarter location of a high-level corporate account, two body shops, and a private airport with 21 employees.
- Managed pricing strategies, budgets, P&L statement, client relations and needs assessment, project management, marketing, financial management, purchasing, administration, staff hiring, training, supervision, and team motivation.
- Developed and managed relationships with insurance companies, vendors, and corporate clients in a highly competitive market, resulting in revenue growth of +42.2%.
- Collaborated with both clients and colleagues to identify problems, and in turn, developed and implemented an effective business plan by creating customized client-centered solutions and streamlining internal work processes. This detailed process analysis resulted in optimum client satisfaction and enhanced profitability throughout my area.

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**TECHNOLOGY SKILLS**

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Excel (Pivot Tables, VLOOKUP, formulas), Power Automate, Microsoft Forms, OneNote, TEAMS, MyPerformance Design Tool, Canva, Asana, Adobe Photoshop, Adobe InDesign, Google Drive (sheets, docs, calendar, & forms), Zoho Campaigns, Zoho CRM, ZohoDesk, Pipedrive CRM, HubSpot, WordPress, Outlook Calendar, Dropbox, SharePoint.