

CHRISTINA SNELL

Gate City, VA | christinasnell@gmail.com | 813.716.3587 | 11innovation.com | [LinkedIn Profile](#)

Experienced entrepreneurial leader specializing in digital transformation for B2B and B2C organizations, technology infrastructure with a focus on revops, forecasting, analytics, and delivering strategic insights.

FEATURED SKILLS

- Company Management + Entrepreneurship
- Budget Management
- Data Integrations / Martech Management
- Revenue Ops + Conversion Optimization
- Market Research and Marketing Strategy
- Salesforce, Domo, Tableau, Power BI, Salesloft, HubSpot, Marketo, LeanData, ZoomInfo

EXPERIENCE

Sprinklr, Inc. | Associate Director, Analytics & Global Operations 2014 – 2023

Sprinklr is a cloud-based customer experience management solution. Company IPO in 2021. Remote consultant from Dec. 2013 – Mar. 2014, transitioned to full-time remote employee in 2014; promoted 5x. Managed digital marketing and marketing analytics when company received a \$1.8B and \$2.7B company valuation.

Associate Director, Analytics & Global Sales Operations | Inside Sales 2021 – 2023

- Executed revops for the Inside Sales team (100+) including analytics and dashboarding (Salesforce, Tableau, and Power BI), forecasting, and capacity, and process enhancements (Salesforce).
- Developed company-wide conversion framework; and co-leading an initiative to unify sales leadership dashboards.
- Owned growth-related reporting and metrics for team leaders and leadership teams.
- Provided refined updates on team performance against goals and developed plans to address gaps or problem areas.

Associate Director, Analytics & SEO 2017-2021

- Created a framework and reconciliation process for a \$30M+ budget and created quarterly and annual pipeline forecasts for Marketing and Inside Sales. Spearheaded martech integrations & optimization.
- Delivered business intelligence, KPI reporting and dashboards to all marketing teams and Inside Sales on channel performance to increase conversions, pipeline, and revenue.

Associate Director, Digital Strategies 2014-2017

- Managed the demand generation team and digital marketing, including audience segmentation, marketing automation, paid initiatives, SEO, website maintenance and optimization, martech stack, and data analytics.
- Achieved 400% above the initial target for ABM leads with 91.2% account penetration, increased SEO rankings by 180.0%, and conversions by 20.0%.
- Conceived and implemented a new digital strategy that generated 39% of all FY14 lead generation in three months.

11innovation | CEO 2009-2011; 2013-2014

- Founded a consulting firm focused on business, technology, and marketing services.
- Delivered successful business strategies; provided SEO, website development, software development, social and digital marketing, branding and print design.

Quantum Group | Founder, Senior Partner 2005-2009

- Quantum Group was a turn-key business, marketing, software, and web development firm in the Tampa Bay area.
- Founded the company, organically grew staff to 23 employees in 4 years, and increased annual revenue by 40–80% YoY.

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EDUCATION

Harvard University, Extension School – Graduate Courses

- Courses towards master's degree in information technology, digital media design; GPA: 4.0
- Fundamentals Website Development; Web Content Management Systems

Harvard University, Center for Training & Professional Development

Certificate of Completion for the following courses: Editing & Proofreading; Introduction to Adobe Photoshop; Advanced Adobe Photoshop; Visual Design, The Art of Effective Communication; Creating Web Pages, Basic HTML; Introduction to JavaScripting; Advanced JavaScripting; and Intro to Advanced Dreamweaver I, II, III, IV

Johnson State College

- BA: Music Performance: Classical Piano; Minor: Music Education K-12, Art Education K-12, Fine Arts.

ORGANIZATIONS + ACHIEVEMENTS

Elevate Innovations

- Board Member (2024 – Present)

Bolder Spirit Publishing, Division of Life Enrichment Ventures, LLC

- Board Member (2024 – Present)

Sprinklr Women's Network

- Board of Directors; Marketing

United Nations (UNA-USA), Tampa Bay

- Board of Directors; Director of Marketing & Communications
- Board of Directors; Director of Education

WMA – Web Award Outstanding Achievement

- Consulting Standard of Excellence

Tampa Bay Business Journal: Business of the Year Nomination

- Quantum Group