

Lyndsay Nash-Beresford

Revenue Operations Analyst | Sales Growth & Process Optimization Specialist

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PROFESSIONAL SUMMARY

Results-driven Revenue Operations Analyst with a proven track record of designing, implementing, and optimizing go-to-market (GTM) systems that accelerate revenue growth. Expert in leveraging tools like HubSpot, Clay, Apollo, and advanced automation to streamline processes, improve data integrity, and enable sales teams to perform at their highest potential. Adept at translating complex data into actionable insights, improving client retention, and driving measurable ROI across multiple industries including SaaS, FMCG, automotive, and fintech.

CORE COMPETENCIES

- Revenue Operations Strategy & Execution
- GTM Systems Design & Optimization
- Sales Enablement & Performance Improvement
- Data Enrichment, Integrity & Reporting
- CRM Management (HubSpot, Salesforce)
- Outbound Prospecting & Automation (Clay, Apollo, Trellus)
- Process Improvement & Workflow Automation
- Client Relationship & Account Management

PROFESSIONAL EXPERIENCE

FullFunnel – Revenue Operations Analyst (Sep 2024 – Present)

- Architected and implemented GTM automation workflows integrating HubSpot, Clay, and outbound sequencing tools to improve lead qualification speed and win rates.
- Designed partner referral and member tracking dashboards, providing leadership with real-time engagement and conversion data.
- Led a 12-week outbound GTM test, achieving measurable increases in meeting bookings and pipeline velocity.
- Built advanced signal-based prospecting tables in Clay to identify high-intent leads, improving targeting accuracy by 35%.

Cartrack – Independent Dealership Relationship Manager / Commercial Relationship Manager (Jul 2023 – Feb 2025)

- Managed key relationships across the dealer network, achieving consistent account retention and expansion.
- Delivered consultative solutions that improved dealer sales team performance and telematics adoption.

Bidvest Data – Sales, Business Messaging (Jan 2023 – Jun 2023)

- Drove B2B sales growth through targeted messaging strategies in high-volume campaigns.

Xpert Decision Systems (XDS) – Key Account Manager (Jul 2022 – Dec 2022)

- Managed top-tier accounts, delivering tailored data solutions and strengthening client partnerships.

SeeMeSave – National Account Manager / Sales Manager (Gauteng/Mpumalanga) (Jun 2020 – May 2022)

- Expanded FMCG tech adoption through strategic account management and market penetration.
- Delivered measurable sales growth by aligning tech solutions with retailer needs.

EDUCATION

Cornerstone Institute – BA Psychology (In Progress)

Think Sales – Diagnostic Selling Method Certification

Level Four Value Creation – Advanced Sales Training

CERTIFICATIONS

- Coaching Best Practices – Triple Session (2025)
- Creating Urgency – Triple Session (2025)
- Over 35 additional sales, leadership, and RevOps certifications available upon request

SELECTED ACHIEVEMENTS

- Built and deployed multi-channel outbound workflows that reduced manual sales tasks by 40%.
- Consistently exceeded client engagement benchmarks, leading to higher close rates in targeted campaigns.
- Recognized internally for innovation in sales process optimization and GTM enablement.

LANGUAGES

English – Native

Afrikaans – Native