DREW LAMBERT

Revenue Operations & Technical Implementation Specialist

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Professional Summary

Customer-focused Revenue Operations professional with 7+ years architecting scalable technical solutions that drive measurable business outcomes. Expert in bridging complex technical implementations with customer success, having directly managed 150+ enterprise deployments. Proven track record of reducing implementation time by 98% through automation while increasing adoption rates by 66%. Passionate about translating technical capabilities into customer value through strategic system design and cross-functional collaboration.

Core Competencies

Technical Excellence

- Technical Implementation & Integration
- API Documentation & Workflow Automation
- CRM/Platform Architecture
- Data Migration & System Consolidation
- Performance Monitoring & Reporting

Customer Success

- Customer Success & Partnership
- Infrastructure Optimization
- Technical Training & Enablement
- Cross-functional Collaboration
- Project Management (Scrum Certified)

Professional Experience

Senior Revenue Operations Engineer | 2022 – Present
Bevi · Boston, MA

- Architected the Salesforce ecosystem for a hyper-growth, venture-backed startup in the beverage tech space.
- Reduced lead response time by 98% via HubSpot and Lead Routing tool integrations.
- Eliminated 13% data redundancy through deduplication.
- Automated industry classification with AI-powered workflows.
- Enabled 40+ team members across 7 divisions during CLM migration.
- Reduced average sales cycle by 42% through holistic improvements in system design, automation, and data transparency.

- Boosted win rate by 56% through optimized workflows.

Manager of Systems Architecture | 2018 – 2022
Reveneer · Remote
- Delivered technical consulting to 150+ enterprise customers.
- Built and launched 2 Salesforce AppExchange apps.
- Designed data lake infrastructure processing 50+ sources.
- Led 4-person team for customer automation workflows.
- Orchestrated CRM integrations (Salesforce, Salesloft, ZoomInfo).
- Created technical documentation and training materials.

Systems Architect | 2020 – 2023
DraftSales · Remote
- Designed integration framework connecting Salesforce & Salesloft.
- Developed OAuth2 and SSO authentication systems.
- Built workflows for Fortune 500 revenue initiatives.
- Delivered technical training and API documentation guides.

Projects & Achievements

- **Infrastructure Optimization:** Migrated legacy systems, improving response time by 66%; added automated testing reducing deployment errors by 80%; ensured 99.9% uptime through failover systems.
- **Customer Success Automation:** Reduced manual processes by 75% through workflow automation; built self-service portal; built monitoring system to track adoption/usage.

Technical Skills

Salesforce (Admin)   HubSpot   Salesloft   ZoomInfo   Apollo.io   Workato   Zapier

Tray.io   Google Workspace   SQL/SOQL   Snowflake   REST APIs   OAuth2   SSO

ETL   Agile/Scrum   SOC2

Education & Certifications

- **University of Massachusetts, Lowell**, BS Marketing & Intl Business Strategy (2015–2018)
- **Harvard Business School**, Business Strategy Certificate (2024)
- Salesforce Certified Administrator
- Scrum Product Owner
- Salesloft Administrator

- Harvard Business Strategy