

JAMAL MERRIWETHER

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PROFESSIONAL SUMMARY

Analytical, builder-first generalist with a track record of owning problems end to end — from lead-response systems to compliance automation to churn-relevant reporting — at an early-stage B2B SaaS startup. Comfortable moving between marketing, sales, and operations problems, translating ambiguous goals into measurable systems using data from Excel, Google Sheets, and CRM platforms. Drawn to marketplace and startup environments where the next problem to solve isn't always the same as the last one.

EXPERIENCE

Founder / RevOps Generalist — Amax Web Services *Jan 2023–Present*

- Run a B2B SaaS operation at an early-stage startup, owning problems end to end with minimal oversight — from initial client discovery through system design, implementation, and retention.
- Diagnosed a lead-response bottleneck losing clients to slower competitors, then engineered an automated intake-to-response system for Help2Health — cut response time from 24–48 hrs to under 5 minutes, driving 20 new client acquisitions worth an estimated \$720K ARR.
- Designed segment-specific nurture sequences to convert cold leads: for Wave District, outreach tailored to enthusiast personas (events, celebrations, water sports) to drive engagement; for Help2Health, a partner-relationship strategy that simplified referral onboarding and follow-up, turning partner networks into a bulk source of qualified, pre-warmed leads.
- Identified a compliance gap causing booking failures and built an automated status-gating system for Wave District — estimated ~85% reduction in booking failures, ~60% reduction in staff processing time, and ~90% reduction in liability exposure.
- Built an automated tech pack workflow for Bellave (manufacturing); cut turnaround from 8 hours to 30 minutes, freeing ~135 staff hours monthly.
- Manage pipeline and performance reporting across a portfolio of clients using Excel, Google Sheets, and CRM dashboards — flagging usage and engagement patterns that signal risk before they become churn.

Security Professional — Securitas Security Services USA, Inc. *Feb 2026–Present*

- Serve on a 15-officer security team maintaining 24/7 coverage for an active data center construction and operations site with hundreds of professionals on-site at peak — disciplines that directly inform CRM data governance and audit trail practices.
- Maintaining strict operational standards across shift handoffs and access-control protocols in a high-volume, multi-contractor environment, reinforcing the same process-first mindset applied to RevOps system builds.

Technical Customer Support Representative — KellyConnect | Contact Center Solutions *Apr 2021–Feb 2026*

- Supported 50–70 customers per shift across 20+ Apple device types, resolving over 90% of technical issues without escalation to account-verification tiers.
- Maintained detailed case documentation and escalation protocols across high call volume — foundational habits that carry directly into CRM record hygiene and data integrity.

U.S. Army National Guard — *2009–2012*

- Recognized with an Award for Excellence for performance and leadership exceeding role expectations.
- Internalized that alignment isn't optional — documented standards are what keep systems and teams mission-ready.

EDUCATION

American InterContinental University (AIU) — Media Production *Aug 2009–May 2011*

- Studied music production and audio engineering: gathered source material, applied theory to method, tested against expected output, traced signal flow through the chain, processed and refined until the asset met standard. That sequence — intake, method, test, trace, refine, deliver — is the same one used to build and debug CRM and automation systems.

CORE SKILLS

Analytical Problem-Solving • CRM Administration & Data Hygiene • Lifecycle Automation • Pipeline & Churn-Signal Reporting • Excel & Google Sheets • B2B SaaS & Marketplace Operations • Outbound & Lifecycle Messaging • AI Voice/Chat Agent Deployment • Salesforce (in progress)

CERTIFICATIONS

HubSpot Revenue Operations Certified • HubSpot Sales Hub Software Certified

In Progress: Salesforce Administrator Certification • Clay