

SEBASTIAN MORONTA

Revenue Operations · Sales Strategy & Analytics

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SUMMARY

Revenue operations built from the ground up, twice over: first a white-label reseller channel grown 2.5x to a \$4.6M annual run-rate, then a company-wide sales analytics function assembled out of three systems that shared no common identifier, after the IT team declined to build one. The work in both cases was the same work: deciding what to measure, proving the number was real, and getting executives to act on it. That has meant an 11-metric seller-performance framework with a documented rationale behind every metric, a retention program that took monthly order turn from 10% to a sustained 4% or better while the book more than doubled, and four semiannual business reviews delivered to a partner company's C-suite. The tools change. The reasoning doesn't.

CORE COMPETENCIES

Revenue Operations — Channel P&L and revenue growth · retention program design · escalation and service-quality management · commercial positioning and pricing cases · organic SEO service-line management

Data & Analytics — Multi-system data integration and entity resolution across sources with no shared identifier · staged fact modeling · measurement-framework design · cohort classification · ramp-time analysis · BI dashboard development

Tools — Salesforce (reporting and data extraction) · Looker Studio · FlexMonster Reports · Google Sheets and Google Workspace · Microsoft Excel and Office Suite

Enablement & Applied AI — Sales training curriculum design and delivery · onboarding program design · structured evaluation-loop methodology for AI system outputs · multi-agent system specification · source-provenance and verification gating

Communication — Executive presentation and live Q&A under scrutiny · business and technical writing · research design (quantitative, qualitative, mixed methods)

PROFESSIONAL EXPERIENCE

V Digital Services / Voice Media Group — Nov 2021 to Jul 2026

Revenue Growth & Sales Development Director

Apr 2025 – Jul 2026

- Company-wide director-level role reporting to the C-suite, overseeing sales strategy and operations alongside two VPs of Sales across a multi-division organization.
- Built a unified sales-performance data model joining CRM, revenue/billing, and HR systems that shared no common identifier — including custom entity resolution for sellers holding multiple CRM identities — covering ~145,000 activity records across 190+ sellers and six years, after the IT team declined to build one.
- Designed and implemented an 11-metric seller-performance measurement framework with a documented rationale for each metric, plus a cohort-classification system to isolate confounding factors (tenure, blended roles, outliers) in the underlying population.
- Built three production BI dashboards from scratch: one consumed directly by a partner company's full C-suite, one that drove compensation, raise, and escalation-process decisions company-wide, and one whose data pipeline the IT team asked to keep using and maintaining after departure.
- Measured how long new sales hires actually took to produce — a median 7 months to first revenue milestone and ~10 months to sustained profitability, across a verified post-2020 hire cohort — and used those benchmarks to show that onboarding, not hiring quality, was the main brake on time-to-revenue. Rebuilt the failed 90-day onboarding program around that finding, after diagnosing its collapse as a manager buy-in and visibility problem rather than a content problem.
- Specified and hardened a four-agent training-production system — source-provenance gating requiring a publisher, date, and URL for every statistic, a conflict-halt protocol that escalates contradictions rather than resolving them, and mandatory human verification — over ~20 structured evaluation cycles, then used it in production to author and deliver a recurring sales-training curriculum covering prospecting, objection handling, and renewal calls.

Partner Channel Manager

Jun 2022 – Apr 2025

- Owned a white-label reseller partnership end to end (organic SEO services resold under a partner's brand), growing the channel ~2.5x from a ~\$1.8M to a ~\$4.6M annual run-rate in wholesale revenue and from 125 to 333 concurrent monthly orders — roughly 37% compound annual growth, with no direct reports.
- Diagnosed a churn spike (10% monthly order turn) by triangulating account-manager input against behavioral activity data and customer-stated cancellation reasons, then built and ran a retention program that cut churn to a 4%-or-better target within one quarter and held it there for more than a year while the book more than doubled.
- Personally built and delivered the substantial majority (~90%+) of four semiannual C-suite business reviews to a partner company's executive team, including its CEO, along with the six-year data model behind them — monthly granularity, multiple pricing layers, cancellation taxonomies, escalation tracking. The reviews carried a continuous strategic argument year over year: diagnosis, goal-setting, results, market expansion.
- Supported a pre-sales function producing 1,500+ audits a year and ~85 new opportunities a month, peaking at 350 audits in a single month with 43% turned inside three days.

Partner Channel Coordinator

Nov 2021 – May 2022

- Trained partner reps, prepped pitches, and managed live campaign performance and reporting for a national reseller partnership white-labeling digital-marketing services.

EDUCATION

Master of Communications and Media Management (M.C.M.M.)

Colorado State University · 2019–2021

Research design, media analytics, and data visualization for decision-making.

B.S., Business Management & Organizational Leadership

University of Massachusetts Dartmouth · 2019

Minor in Creative Writing.

CERTIFICATIONS & PROJECTS

Salesforce Certified Administrator

In progress · exam scheduled August 2026

Salesforce AI Associate

Planned · August 2026

Campus Disc Golf Course

UMass Dartmouth · 2016–2018

Coordinated five campus organizations to secure funding and build a 9-hole course on unused campus land, authored the budget-hearing application and the founding club constitution, and founded the resulting players' group. The course remains in use today.

EARLIER EXPERIENCE

Assistant Editor-in-Chief — The Torch, UMass Dartmouth

2016 – 2019

Directed team communications, organizational strategy, and marketing initiatives for a student newspaper, composing and editing weekly reporting on local and national issues. Earned two promotions in three years.

Social Media Marketing Manager (Internship) — Love Certified Child Care

Jan – Jun 2021

Developed social content and channel strategy for a small business and optimized blog and website content for SEO, boosting overall engagement by an average of 26%.