



# Revenue Polaris

KASIE DAILEY

## CONTACT

### PHONE

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### EMAIL

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### ADDRESS

Pearland, TX (South of Houston)

## SKILLS

### SUMMARY

- Revenue Strategy & Business Growth – Developed Revenue Polaris, integrating HubSpot-driven data insights with human behavior analytics to optimize revenue models and business efficiency.
- HubSpot Expertise & Demand Generation – Deep expertise in HubSpot CRM, automation, and marketing hubs, having successfully implemented inbound strategies, lead nurturing workflows, and multi-channel campaigns to drive pipeline growth.
- Marketing Leadership & Content Strategy – Led HubSpot-based inbound marketing at New Perspective, Neon Ambition, and xoombi, developing ABM, PPC, and SEO-driven campaigns that increased lead conversion rates.
- Process Optimization & Team Alignment – Designed HubSpot-integrated sales and marketing automation, improving lead qualification, CRM utilization, and cross-team efficiency.
- Customer Relationship Management (CRM) – Built and optimized HubSpot CRM systems, aligning sales, marketing, and customer success teams for better tracking, reporting, and engagement.
- Holistic & Intuitive Business Consulting – Merges HubSpot analytics with behavioral insights to provide actionable revenue strategies tailored to company culture and goals.

## COVER LETTER

Dear Reader,

Throughout my career, I have learned how to blend revenue strategy, marketing innovation, and process optimization to help companies scale sustainably. My journey of working the way up through various agencies and corporations led to my founding of Revenue Polaris has given me a unique perspective on leveraging HubSpot to drive revenue growth.

Revenue Polaris is an approach that integrates HubSpot automation, CRM optimization, and data-driven strategies to improve revenue efficiency. I have extensive experience in building scalable systems, refining customer journeys, and bridging the gap between departments to drive measurable growth. My expertise in HubSpot CRM, inbound marketing, and workflow automation allows me to craft strategies that don't just generate leads but ensure seamless conversion and long-term retention.

I've consistently helped businesses refine their approach, streamline operations, and achieve measurable results. My ability to analyze systems, identify inefficiencies, and craft tailored solutions has fueled revenue growth across industries.

Beyond strategy and execution, my work is deeply rooted in understanding people—how they think, connect, and make decisions. My expertise in Human Design allows me to approach leadership and communication from an intuitive, human-centered perspective. This unique approach helps me foster alignment within teams, improve collaboration, and drive success in a way that feels both strategic and natural.

Revenue Polaris doesn't just increase leads—it aligns your company's internal teams, messaging, and customer experience to ensure long-term success. I specialize in turning HubSpot into a growth engine, optimizing CRM utilization, refining reporting structures, and automating workflows that make teams more efficient.

I am excited about the opportunity to bring this expertise to your organization and help refine your HubSpot strategy, revenue processes, and interdepartmental alignment. I'd love to discuss how my experience can drive measurable impact for your team.

Warmly,  
Kasie Dailey



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## CORE

### COMPETENCIES

- Revenue Strategy & Business Optimization – Designing scalable revenue models and operational frameworks.
- HubSpot Implementation & Automation – Streamlining CRM, marketing, sales, and service operations.
- Human Design Integration – Aligning team roles, messaging, and leadership with natural energetics.
- Process & Workflow Optimization – Reducing friction and enhancing efficiency through strategic automation.
- Brand Positioning & Market Strategy – Crafting messaging that resonates and drives engagement.

## EDUCATION

- HubSpot Academy since 2013: Marketing Software, Inbound, Inbound Marketing, Email Marketing, Contextual Marketing, Content Marketing, Reporting, Sales Software, Inbound Sales, Sales Enablement, Frictionless Sales, Revenue Operations, Service Hub Software, Growth Driven Design, All the Partner Certifications.
- Google Partner Adwords, Salesforce Marketing Cloud Administrator certified.
- International Human Design School (IHDS) – Certified Human Design Guide
- San Jacinto College, AA in Business, 2003

## ABOUT ME

Blending strategy, technology, and energetics to create aligned, scalable growth.

Innovative revenue strategist with a track record of transforming business operations, aligning teams, and optimizing workflows through Human Design, AI, and automation. I specialize in helping businesses break through revenue plateaus by integrating intuitive strategy with data-driven execution. Through Revenue Polaris, I redefine traditional RevOps by aligning human potential with business strategy, unlocking sustainable growth, and creating operational clarity.

## WORK EXPERIENCE

### Revenue Polaris | Founder & Revenue Strategist (Jan 2020 – Present)

- Revolutionizing RevOps by aligning teams, optimizing processes, and leveraging AI to unlock new revenue streams.
- Integrating Human Design principles to align team roles with energetic strengths for efficiency and collaboration.
- Developed tailored strategies for businesses to break revenue plateaus and achieve scalable growth.

### Texada Software | Product Consultant & Strategist (Sep 2023 – Oct 2024)

- Led CRM and business management software deployment for John Deere dealers, enhancing customer operations.
- Migrated teams to HubSpot and Jira, ensuring seamless knowledge transfer and process optimization.
- Streamlined customer service operations, and productized offerings for faster adoption.

### Mastermind.com | HubSpot Operations Consultant (Oct 2022 – Jun 2023)

- Optimized HubSpot Enterprise for customer service, marketing, and sales, increasing lead conversion by 30%.
- Implemented automation and integrations, improving operational efficiency and retention by 20%.

### Osa Commerce | Revenue Operations Manager (Jun 2021 – Oct 2022)

- Led HubSpot transition, unifying marketing, sales, and ABM campaigns.
- Redeveloped internal processes, and built data-driven sales tools.

### HubSnacks | Growth Sales Manager (Jan 2021 – Jun 2021)

- Led sales for a top HubSpot Partner, optimizing HubSpot adoption and expanding client sales operations.

### New Perspective | Demand Generation Strategist (Jan 2020 – Jan 2021)

- Developed ABM, PPC, and outbound strategies for green tech industries.
- Created comprehensive revenue plans, influencing the development of Revenue Polaris.

### Neon Ambition | Director of Content Marketing (Jan 2017 – Jan 2020)

- Expanded content marketing offerings for a Google Partner, integrating SEO, PPC, and sales strategies.
- Built and streamlined marketing processes, leading a team of writers and designers for efficient execution.

### xoombi | Director of Client Services (Jan 2016 – Jan 2017)

- Led strategic marketing planning and account management, optimizing content for SEO.
- Built automated sales enablement platforms and improved internal efficiency.

### Mojo Media Labs | Production Manager & Senior Inbound Marketing Specialist (Jan 2014 – Jan 2016 | Remote)

- Advanced from Inbound Marketing Specialist to Production Manager, optimizing workflows and project execution.

## TOOLS

HubSpot (all Hubs and packages), Supered, Handle, Squarespace, WordPress, MailChimp, Salesforce Marketing, Pipedrive, Active Campaign, Google Analytics, Google Ads, Google Tag Manager, Google Optimize, Optimizely, Unbounce, Shopify, Canva, LinkedIn/Facebook Ads, CallRail, Demio, Gleanview, ZoomInfo, Sendoso, Outgrow, Authority Labs, Search Console, Google My Business, Hotjar, Databox, SEM Rush, Ahrefs, Lucidcharts, Zapier, Moz, Zerys, Buzzsumo, Hootsuite, Excel, etc.