

Chief of Staff | Strategic Ops Leader

Stephany Sampayo

Chief of Staff candidate and 15+ year operator embedded with C-suite leaders across Series B startups and Fortune 500 portfolios (Mars, Meta, Goldman Sachs). Known for walking into structureless environments, diagnosing operational gaps, building the systems that close them, and driving cross-functional adoption. Originated a \$1.2M revenue line, delivered Series B CRM infrastructure during a 4.5x headcount scale, and built hiring and onboarding systems adopted as organizational standard practice. Built to convert founder intent into executed reality.

Tampa, USA
stephanyampayo@gmail.com
linkedin.com/in/stephanyampayo
954.551.1368

Skills

Strategic Thinking, Leadership Without Authority, Communication skills, Emotional Intelligence, Strategic Operations, Cross-Functional Orchestration, Creative Problem-Solving, Project Management, Operational Excellence, Data-Driven Decision Making, Adaptability, Financial Acumen, Attention to detail

Employment history

Founder & Principal Strategist

2023 – Present

Sage Maven Brand Advisory

- Bootstrapped a solo advisory practice from concept to revenue, built the offer architecture, content engine, lead generation system, and client delivery infrastructure end-to-end without outside investment.
- Operationalized a proprietary AI workflow system using custom Claude skill files, codified brand strategy, content development, and design protocols into reusable, repeatable assets that compress engagement delivery time across every client.
- Designed and shipped a comprehensive 2026 content strategy document integrating a 30-day content calendar, strategic growth plan, and brand playbook, became the operating backbone for client acquisition.
- Synthesized market signals from a LinkedIn audience and Medium readership into a productized advisory offer (Brand Clarity Session), built the full acquisition funnel from cold signal to discovery meeting to delivery.

Marketing Operations Consultant

2022 – 2023

Talkiatry at Remote

- Operationalized vendor strategy from scratch across PR, advertising, and CRM partnerships at a Series B with no incumbent procurement function, ran competitive vetting, authored executive decision decks, and de-risked ~850K in annual vendor spend across three categories on a 4-week decision deadline.
- Delivered HubSpot selection, implementation, and rollout end-to-end in 5–6 months across a Series B scaling from 22 to 100 employees, trained ~25 stakeholders across departments so sales, marketing, and ops finally worked off the same data.
- Championed the zero-to-one buildout of cross-functional marketing operations infrastructure at an org with no prior marketing team, partnered directly with COO and Head of Marketing to scope, sequence, and execute foundational systems during 4.5x headcount growth.
- Synthesized competing vendor proposals into a single weighted scoring framework comparing agencies, PR firms, and CRM platforms against the criteria the COO and Head of Marketing actually cared about, produced a defensible audit trail, and a structured basis for three concurrent procurement decisions.

Client Partner, Director

2021 – 2022

Barefoot at Remote

- Navigated a \$12M multi-brand book across 8 Mars Pet Nutrition labels, drove 25% increase in customer retention, and 10% market share growth by aligning cross-functional pods on shared retention KPIs.
- Catalyzed an agency-wide hiring methodology overhaul, designed a structured, points-based evaluation framework (skills + team dynamics + capability weighting) that hired 7 people across the team I led, measurably improved diverse representation against the prior baseline, and was adopted by HR as the agency-wide hiring standard.
- Owned \$2M in annual marketing and advertising budget, set allocation strategy across paid channels, and shifted spend mid-quarter to protect ROI on Mars's highest-margin pet nutrition lines.

Senior Account Director (Contract)

2021

Digitas at NYC

- Operationalized workflow for a C-level Fortune 500 content and SEO engagement, delivered 30% retention improvement and 20% growth in annual contract value through a renegotiated executive cadence.
- Streamlined internal project execution by implementing a new project management system across the engagement, cut project completion time by 25%, and unblocked cross-team handoffs that had previously bottlenecked at the senior reviewer layer.
- Audited the reporting stack across departments and replaced manual rollups with a data-driven dashboard structure, eliminated 40% of recurring reporting issues, and removed weekly status reporting from senior leadership's plate.

Group Account Director (Contract)

2019 – 2020

MKTG at NYC

- Operationalized an end-to-end onboarding and offboarding system for Meta's MKTG contract marketing team, cut ramp-up time by 50% across six new hires and was adopted as agency standard practice.
- Catalyzed a 40% reduction in employee turnover by diagnosing root-cause attrition drivers and redesigning the contract talent retention model, kept the Meta contract intact and renewed.
- Synchronized a 15-person multi-disciplinary team (11 direct reports) across creative, strategy, and account workstreams, drove a 25-point lift in client satisfaction ratings that directly impacted contract renewal and triggered additional resource requests from Meta.

Senior Client Partner

2017 – 2019

Modicum at NYC

- Championed the zero-to-one design of a new agency service offering, concept origination through commercial launch, that generated \$1.2M in incremental revenue within the engagement window and remained in the agency's product mix post-departure.
- Operationalized a post-mortem practice across every project in the account portfolio, created a recurring insights mechanism that improved future scoping accuracy, and was adopted by peer client leads.

- De-risked new business staffing decisions by building a resource allocation framework that surfaced under-leveraged talent and over-extended billable lines, delivered a 20% revenue increase paired with a 15% reduction in operational costs.

Account Director

2014 – 2017

Bluefountain Media at NYC

- Audited an at-risk inherited client account (\$150K annual value) within 30 days of transition, diagnosed root causes in person, secured executive approval to right-size resourcing, retained the relationship, and grew the account ~25% in 4 months.
- Unblocked chronic friction between creative and development teams by diagnosing the root cause as language and culture barriers, authored bilingual spec sheets, sat through full project cycles to iterate the protocol, and ran the refined process until both teams operated equitably.
- Operationalized a standardized account transition form, built from scratch after a colleague's departure left orphaned client relationships, adopted as agency-wide protocol, and cut account management ramp-time by 40%.

Education

Bachelor of Arts, Mass Communications (Minors: Marketing, Behavioral Psychology)

University of Central Florida at Orlando, FL

Courses

AI Fluency Framework & Foundations

Anthropic

2026

Product Management Foundations

Pendo

2025

High Performance Collaboration: Leadership, Teamwork & Negotiation

Kellogg School of Management, Northwestern University

2020

Leadership Communication for Maximum Impact: Storytelling

Kellogg School of Management, Northwestern University

2020

Languages

Spanish (*Native*)

Additional information

Core Competencies

Strategic Operations & Zero-to-One Infrastructure, Cross-Functional Orchestration, Executive Partnership, Vendor Strategy & Procurement, Hiring Frameworks & Talent Ops, Process Design & Adoption, Budget Ownership (\$12M+ books)

Modern Operations & Tech Stack

AI & Automation, Claude (advanced prompt engineering + custom skill development), ChatGPT, Notion AI,

Gemini, Perplexity, Lovable, HubSpot Workflows **Productivity & Workspace**, Notion, Slack, Google Workspace, Microsoft 365, Zoom, Calendly, Loom, Canva, pitch deck design, **CRM & Marketing Ops**, HubSpot (end-to-end Series B implementation), Airtable, Google Sheets

Board & Volunteer Leadership

- Board Member, American Cancer Society (6 years)
- American Red Cross (2 years)
- New York Cares (7 years)
- Pittsburgh Cares (2 years)
- Make a Wish Foundation (1 year)