

Janelle Levesque

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Entrepreneurial and results-oriented strategist with a proven ability to develop and optimize scalable, full-funnel revenue operations for growth-driven organizations. Experienced in integrating sales, marketing, and service operations through data, automation, and technology, with a strong focus on optimizing efficiency, managing enterprise-level projects, and solving complex challenges at the intersection of people, processes, and innovation.

PROFESSIONAL EXPERIENCE

TAPP NETWORK

Senior Director of Marketing Operations

Remote, USA

2022–Present

- Direct RevOps strategy internally and for key client accounts, overseeing product/service development, sales, marketing, and operations. Oversees \$2.5mm in revenue generation through partnerships (white label, HubSpot).
- Optimize and standardize processes for lead generation, project management, profitability tracking, and capacity planning. Led growth of fractional support offerings by over 50% YoY by restructuring the offerings and corresponding sales, marketing and service operations.
- Design and execute enterprise-level projects, including digital marketing, web and app development, and HubSpot integrations. Acts as subject matter expert and lead strategist across key accounts.
- Oversee daily account operations and team management, expanding from 7 to 20 members while optimizing workflows, improving efficiency, and driving business growth.

TAPP NETWORK

Director of Marketing

Remote, USA

2020–2022

- Led the nonprofit business unit and HubSpot partner services, overseeing sales, marketing, and operations. Oversaw growth of key white label partnership from averaging \$500k in annual revenue to \$1.1mm in under 2 years.
- Developed and optimized processes for lead generation, project management, profitability tracking, and capacity planning through project management and sales softwares (Clickup, HubSpot)
- Managed enterprise-level digital marketing and web development projects, ensuring strategic execution.
- Developed and implemented products, services, offerings and operations from marketing to sales to project management.

HRDQ

Director of Marketing

Remote, USA

2018-2020

- Led HubSpot platform management, developing digital marketing, social media, and inbound strategies to drive engagement.
- Managed email campaigns, landing pages, and webinar-based inbound strategies, generating 500+ new leads monthly.

EDUCATION

EMERSON COLLEGE

Boston, MA

Bachelor of Science in Marketing Communication
