

DANIELLE SAMUEL

6 years of professional experience operating autonomously in scaling, fast-paced environments. Designed and integrated processes after identifying needs and taking ownership of introducing systems that save companies time and support revenue growth. I bring depth in sales operations, business operations, research, and executive support. Comfortable owning the intake functions for new projects, products, and operational challenges. I operate best in environments where everyone understands the mission and moves towards it together.

PROFESSIONAL EXPERIENCE

Sales Operations Manager — TDM Fitness Equipment, Torrance (Hybrid) JANUARY 2026 – PRESENT

Project Manager — TDM Fitness Equipment, Torrance MAY 2023 – JANUARY 2026

TDM specializes in selling, servicing, and delivering fitness products to corporations, municipalities, hospitality, retail clients, etc.

Serve as an operator in day-to-day B2B and B2B2C sales operations. Coordinate project completion with manufacturing partners, internal logistics team, and clients. The role directly supports the VP of Sales and spans four functional areas — Sales Operations, Technical Design, Project Management, and Business Operations.

- Manage the full-cycle sales process from lead consultation through cross-departmental coordination, preparing proposals with technical layout designs, specs, quotes, and contract terms.
- Serve as the primary owner of sales-process improvement, proposing and implementing improvements to sales strategy such as automating project management tools, redesigning technical spec presentation, and formally documenting departmental changes in SOP.
- Serve as Salesforce CRM administrator, managing contacts, leads, opportunities, and call logs across the sales pipeline.
- Own the creation and maintenance of specification sheets for 1,000+ products across 40+ manufacturer partners, serving as the sales team's primary resource for technical product information.
- Independently introduced and deployed Claude-powered automations in daily workflow that improve access to technical product information and eliminate 8-11 hours of research and manual data entry per week.
- Manage vendor and partner relationships for 40+ brand partners, including onboarding, pricing updates, technical documentation, and warranty service.
- Coordinate project management between sales and logistics to ensure projects finish within scope and to client expectations.
- Generate layout designs in AutoSketch and AutoCAD for commercial equipment installations.

Business Operations Manager — Shoot 360, Garden Grove AUGUST 2021 – MAY 2023

Skill Development Coach, Sales Consultant — Shoot 360, Irvine JULY 2020 – AUGUST 2021

Shoot 360 facilities provide cutting edge technology with AI-driven shot analytics, interactive drills, and virtual competition.

Promoted to lead business management at the Garden Grove facility. Led a team of 12 sales representatives in promoting the most advanced sports technology in the world.

- Interviewed, onboarded, trained, and led a team of representatives, assigning daily tasks, setting individual performance goals, and continuously optimizing team workflow.
- Delivered weekly and monthly reports to the CFO covering employee performance, membership growth and retention, and forward projections.
- Managed staff scheduling and payroll approvals through Sling and Rippling.
- Created training presentations as a visual aid for implementing standardized practices and consistency in operations.
- Served as the main point of contact for client escalations and general inquiries, owning resolution and translating recurring issues into process changes.
- Generated sales and membership growth through consultative demonstration of products and services, hitting revenue and retention targets.
- Planned, coordinated, and executed community and company events to expand brand and product exposure with the goal of increasing membership growth.
- Managed operational inventory restock and departmental budgets.

Recreation and Fitness Associate — *US Navy, Seal Beach* AUGUST 2021 – AUGUST 2022 (CONCURRENT WITH SHOOT360)

Served as a federal civilian employee who supported leisure, fitness, and community programs for military service members and their families.

- Provided customer service, information and support of Community Recreation programs and activities.
- Ensured operations remained in compliance with federal standards, including documentation and reporting requirements.

PROJECTS

Spec Sheet and Catalog Generation | *Claude AI, deployed at TDM Fitness Equipment*

Applied Claude to populate specification-sheet data across 1,000+ products, eliminating hours of manual sales-support labor per week and standardizing format, versioning, and storage of every output.

Technical Model Design + TradingView Indicator Build | *Claude AI, Pine Script v5 on TradingView*

Developed two intraday entry models from personal technical analysis (Ashante Model & NY AM Model). Directed Claude AI through continuous prompting to translate each model into Pine Script code and integrated both indicators into Tradingview.

Daily Post-Market Debrief Automation | *Claude AI*

Built an end-of-day Claude workflow that generates a structured post-market brief and automatically files the output into the correct folder, removing a recurring manual research and filing task.

Personal Bloomberg Terminal | *Claude AI, HTML / CSS / JavaScript*

Designed and built a full-stack investment analysis dashboard featuring real-time (simulated) market data, options-chain pricing, historical analysis, gamma-exposure (GEX) analysis, a LEAPS builder with P&L scenario modeling, and an AI-powered analysis engine. Actively used for daily investment research.

TECHNICAL AND CORE SKILLS

Sales: Sales-Process Design · Pipeline & Opportunity Management · Intake Ownership · Product Expertise · Consultative Sales

Data & Analysis: Power BI · Excel · Entry SQL · Monday.com · Salesforce · Quickbooks Online Reporting · Forecasting

AI Workflow Design: Claude AI (Production automations, analytical tools, and daily workflows) · Pine Script · Prompt Engineering

Systems: Outlook · Sling · Rippling · AutoSketch · AutoCAD · Monday · Quickbooks · MiracleService · FieldPulse · OBS

Operational: 0-to-1 process design · Cross-functional coordination · Executive support · Vendor management · Event planning · Budgeting · Hiring & Onboarding

EDUCATION

B.S. Business Administration | Leadership Cluster — *Chapman University, Orange County* AUGUST 2016 – MAY 2020

Resident Advisor 3 years, including operational build-out of a newly opened on-campus apartment building.