

Samantha A. Dodge

Orlando, Florida. Willing to Relocate

CRM & SaaS Product Manager | Digital Strategy | Marketing Automation

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OVERVIEW

Versatile product manager and technical strategist with 5+ years of experience driving SaaS product development, CRM optimization, and AI-powered business solutions. Proven ability to lead cross-functional teams, automate marketing workflows, and scale franchise operations.

EXPERIENCE

Bodenvy Spa & Franchises, Orlando, FL. Hybrid — CRM Product Manager (Business Process).

10/2024 - PRESENT — Led the onboarding of 6 new franchise territories nationally. Then, managed a full Salesforce migration (from HubSpot) to enhance future franchise operations and automate key processes.

- ✧ Improved customer retention by leveraging CRM optimization, automated marketing workflows, targeted email campaigns, SMS/MMS setup, and the strategic design of high-converting landing pages.
- ✧ Led the implementation of an AI-powered contact center solution with SMS/MMS and follow-up capabilities, integrated with Salesforce—reducing average customer response time by 25% and boosting CSR team efficiency. Developed and maintained AI-driven knowledge bases to enhance self-service support and streamline agent workflows.
- ✧ Reduced franchise backlog turnaround time by 30% by improving how we intake change requests for program updates, and policy modifications across QuickerNotes UMRs and MindBody.
- ✧ Reduced manual data entry by designing custom forms and automating workflows using HubSpot Workflows, Salesforce M/C Journeys and S/C Flows, Feathery and Power Automate.
- ✧ Project-managed a full CRM migration from HubSpot to Salesforce Sales/Service Cloud and Marketing Cloud.
- ✧ Improved cross-team collaboration within our inbound, remote and Philippines CSR Teams by condensing current Tech Stack and creating efficiency in onboarding new franchises.
- ✧ Onboarding new franchises, handled HR Tasks and onboarding/offboarding employees across all national locations.

FreeCast TV, Orlando, FL. Hybrid — Agile Product Manager Consultant.

11/2023 - 10/2024 — Began as a Business Analyst and later promoted for a larger project. Led a 32 person cross-functional product team to support a 10-month development and launch of a streaming application.

- ✧ Managed front-end design and CMS backend development for a SaaS application during practicum, delivering the project on time within the software development life cycle and accelerating release timelines by 13%.
- ✧ Supported SaaS application development by managing iterations through Jira, analyzing machine learning data, and validating 400+ test cases—resulting in enhanced app functionality.
- ✧ Defined SaaS product features by developing use cases and writing specifications in Confluence, aligning deliverables across UI/UX and front-end teams in agile scrum sprints.
- ✧ Improved project planning for SaaS deployment by creating risk management frameworks and applying change management principles to guide medium to large-scale initiatives.
- ✧ Streamlined design-to-development workflows by comparing Figma designs with Firebase builds, drafting updated specifications to support continuous delivery in a SaaS environment.

The DesignZillas Startup, Orlando, FL. Hybrid — Lead Digital Strategist.

05/2022 - 11/2023 — Robust conversion marketing role that required a high specialization in managing sales-focused campaigns for a portfolio of 8 individual clients in the education industry.

- ✧ Analyzed and optimized key touchpoints in the customer journey to revamp HubSpot workflows, enhancing campaign segmentation and increasing personalized campaign engagement by 60% for F.I.R.S.T. Institute.
- ✧ Developed and executed geo-targeted marketing strategies for EDUrent, collaborating with cross-functional teams to drive a 35% increase in localized sales within 4.5 months.
- ✧ Owned end-to-end development of pitch deck instructional designs, aligning stakeholder needs with product marketing strategy to effectively communicate value propositions and project plans.

Brevard Humane Society, Brevard, FL. Onsite — *Senior Digital Strategist.*

03/2020 - 05/2022 — Began as a Mid-Level Strategist and later promoted to a Senior Strategist. The role prioritized online reputation, fundraising and event collaboration with Subaru of Melbourne and other local municipalities.

Loft Ann Taylor, Orlando, FL. Onsite — *Logistics Coordinator.*

09/2015 - 12/2019 — Managed inventory control and ensured prompt operations of the merchandising supply chain. This role required strong organizational, process optimization, and cross-functional collaboration skills.

Habitat for Humanity, Viera, FL. Onsite — *Apprenticeship.*

11/2015 - 12/2016 — Participated in a graphic design contest for Habitat for Humanity's initiative. The design was selected for a quilt addition representing the Florida sector.

EDUCATION

Colorado State University — *Bachelors of Science. Project Management.*

2023-2024 Summa Cum Laude, 4.0, Presidents List.

Valencia College — *Associates of Science. General Business Studies.*

2016-2019, 4.0, Presidents List.

AWARDS & CERTIFICATIONS

Six Sigma White Belt (CSSC) | CAPM Certified Practice Diploma | National Diploma in Business Strategy (AOE) | Certificate of Supervisory & Management (AOE) | Inbound and Growth-focused Certification (Hubspot).

TECH STACK

Salesforce (Sales, Service, Marketing Cloud), HubSpot, MindBody, Feathery, Mailchimp, Klaviyo, Power Automate, Zapier, Salesforce Flows, HubSpot Workflows, GPT-based Knowledge Bases, AI Chatbot Platforms, Aloware, Jira, Confluence, Slack, Microsoft Teams, Figma, Canva, CMS (WordPress, custom, HTML, JavaScript), Firebase, Excel (Advanced, Macros), Power BI, Google Analytics, SQL (basic querying), Microsoft Clarity, Monday Work Management.

SKILLS

Team Leadership, Agile/Scrum & Sprint Mastery, Stakeholder Presentation Design, Data Reporting & Visualization, Risk Management, CRM Administration, ISO & PMI, Product Ownership, Planning, Automation, Campaign Optimization, Customer Journey Mapping, Funnel Strategy.