

JEWELS MARANDIN

SALES ENABLEMENT OPERATIONS STRATEGIST
Communications Systems · Cross-Functional Program Design · GTM

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PROFESSIONAL SUMMARY

Sales Enablement Operations Strategist who turns noise into signal — designing the intake, prioritization, governance, and cascade systems that decide what global teams see and act on. Built and scaled sales communications through 13x growth and a \$15.7B Salesforce acquisition at Tableau. Led communications programs reaching 2,000+ sellers at Tableau and Okta, plus CRO-level messaging to HubSpot's global sales organization.

EXPERIENCE

TEKsystems Global Services | Sr Content Strategist

Starting Sep 2026

- Joining TGS to build data sheets, first-call decks, and case studies — creating the structure and consistency sellers need for high-impact customer conversations across its emerging-tech partner portfolio

HubSpot | Sales Communications Architect

Jan 2026 – Mar 2026

- Supported CRO-level messaging to HubSpot's global sales organization, spanning leadership updates and strategic initiatives tied to the 2026 GTM strategy
- Completed a 60-day current-state audit surfacing structural friction across intake, prioritization visibility, cascade reinforcement, and manual production
- Delivered a phased governance roadmap of low-risk adjustments: priority tiering, audience sequencing, manager cascade support, reusable asset infrastructure, and AI-assisted production

Okta | Sr Enablement Communications Strategy Manager

Jul 2023 – Jun 2025

- Established cross-functional alignment with GTM, PMM, and Sales Ops through a structured intake and messaging cadence — creating standardized templates that shortened review cycles and improved consistency across initiatives
- Segmented Okta's global enablement communications by audience — leader, IC, secondary — improving relevance and engagement across 2,000+ global sellers
- Owned editorial strategy for the enablement newsletter — segmentation, planning, and cadence — lifting open rates to ~80% and click-through by 3%

Tableau Software | Sr Global Sales Enablement Communications Manager

Apr 2014 – Apr 2023

- Built and scaled Tableau's sales communications function through hypergrowth and the \$15.7B Salesforce acquisition, including early support for sales readiness and bootcamp enablement as the function took shape
- Established a sales communications governance model — intake, review, and executive-approval workflows — bringing structure and consistency across global GTM teams
- Designed executive content and communications for CRO keynotes, Sales Kickoffs, and All-Hands events reaching 2,000+ global sellers
- Owned the sales communications data strategy and reporting infrastructure, driving email read rates to 91% and click-through to 10.27%
- Led cross-regional alignment across AMER, EMEA, and APAC through weekly cadences and cascade governance
- Designed and launched Wired to Connect, a neuroscience-based enablement program delivered across six cities in four countries to 150+ sellers

Tableau Software | Partner Operations Specialist

Dec 2012 – Apr 2014

- Streamlined partner onboarding and deal workflows, aligning processes across Sales, Legal, and Operations
- Built foundational enablement and knowledge systems, including Bootcamp training, workflow documentation, and a centralized knowledge base platform
- Trained channel managers on Salesforce workflows, partner operations, and system navigation

Tableau Software | Customer Service Representative

Jan 2011 – Dec 2012

- Managed quoting, order processing, and post-sale support, ensuring fast fulfillment, accurate billing, and a seamless customer experience
- Selected multiple times to support the London office during critical quarter-end cycles, partnering with Sales on pipeline accuracy
- Trained new hires and collaborated with Sales and Operations to identify process improvements

CORE EXPERTISE

Sales Enablement Operations: Program Governance · Cross-Functional Alignment · Workflow Design · Intake & Prioritization Systems

Communications Strategy & Systems: Messaging Frameworks · Sales Communications · Editorial Planning · Executive Communications

AI & Productivity Platforms: ChatGPT · Claude · NotebookLM · Highspot · Confluence · Salesforce Marketing Cloud · Asana · Microsoft 365 · Google Workspace

EDUCATION & PROFESSIONAL DEVELOPMENT

MIT Professional Education | Applied Agentic AI for Organizational Transformation

Bastyr University | Master of Science, Acupuncture