

Amy Versaw

Strategic Builder in Go-To-Market Enablement & Revenue Operations | Scaling Systems, Optimizing Performance, Driving Adoption & Retention

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Strategic builder in revenue operations and enablement who designs scalable systems that improve adoption, lifecycle efficiency, and performance. Blends analytical thinking, instructional design experience, and customer-facing insight to optimize conversion funnels and team workflows. Skilled at translating ambiguity into structured, repeatable processes that accelerate execution, align teams, and drive measurable growth. Trusted for turning scattered efforts into high-performing, scalable operational engines.

Core Skills & GTM Competencies

Revenue Operations Strategy | GTM Enablement & Adoption | Process Design & Optimization | Scalable Systems Implementation | Cross-Functional Alignment | Customer Lifecycle Strategy | Data-Informed Decision Making | Workflow Standardization & Automation | Change Leadership & Team Coaching | CRM / LMS / Sales Enablement Platforms

Professional Experience

Keller Williams Realty

Sales Enablement Lead & Productivity Coach

November 2019 - Current

Promoted through evolving responsibilities: Real Estate Agent > Productivity Coach

- Built a high-performing real estate business averaging 16 transactions and \$5.4M in annual volume, leveraging CRM analytics, optimized conversion funnels, and performance tracking to ensure consistent growth in a shifting market.
- Designed and launched a structured onboarding and productivity enablement system for new agents, including a welcome manual, coaching dashboard, automated lead-nurture workflows, and recorded training modules; reducing ramp-up time and improving retention.
- Created repeatable, scalable playbooks for listing-to-close workflows, helping agents streamline operations, reduce errors, and improve client satisfaction.
- Coached cohorts of 5+ agents at a time, leading weekly strategy sessions, monthly CRM optimization workshops, and script training to improve objection handling and closing ratios.
- Analyzed agent conversion metrics from stages (Cultivate > Appointment > Active > Under Contract > Closed) to identify bottlenecks and recommend targeted training or tactical adjustments.
- Equipped agents with data-backed insights using dashboards and pipeline diagnostics, improving win rates and lead-to-contract velocity.
- Acted as an operational advisor, helping agents align daily activity to revenue targets, improve follow-up discipline, and strategically deploy their CRM for behavior-triggered automation.

Eastman Credit Union

Strategic Enablement & Learning Systems

May 2012 - May 2019

Promoted through multiple roles: Operational Trainer > Business Technology Specialist > eLearning Designer & LMS Lead

- Replaced outdated, in-person training model with scalable digital learning ecosystem, reducing session time from 4–8 hours to ~15-minute interactive modules and saving hundreds of collective workforce hours per training cycle.
- Served as LMS lead, administering platform content, automating learning paths by job role, and improving training completion consistency and regulatory compliance tracking.
- Designed targeted reporting dashboards and presented learning performance insights to VP of Operations and senior leadership to inform coaching, content redesign, and performance trends.
- Partnered with 6+ subject matter experts to build interactive course flows, refine assessments based on real-time data, and improve knowledge retention and frontline performance predictability.

Strategic Enablement & Learning Systems Continued...

- Made a successful business case to executive leadership for LMS upgrade and new learning tools, securing budget approval through ROI-driven justification and future state mapping.
- Co-developed role-based certification tracks (e.g., mentor teller certification), boosting new hire retention and frontline confidence during transition periods.
- Built structured operating models that aligned training workflows to organizational growth, scaling from ~300 employees toward 700+ without compromising training quality.

Key Achievements & Impact Metrics

- **Scaled ECU's employee training model** from in-person sessions of ~20 attendees to a fully digital experience reaching 500+ staff, converting multi-hour sessions into interactive microlearning modules and saving hundreds of labor hours annually.
- **Increased agent ramp speed and reduced dependency on live support** by building an automated onboarding funnel, coaching dashboard, and repeatable transaction workflows—enabling new agents to move independently through the deal cycle and improve conversion consistency.
- **Secured executive buy-in for LMS migration** by conducting ROI analysis, presenting operational inefficiencies, and advocating for a future-state learning infrastructure—resulting in approval and adoption of a more scalable platform.
- **Improved frontline retention outcomes** through co-creation of a mentor-based certification pathway tied to performance checkpoints, strengthening first-year readiness and reducing new hire turnover trends.
- **Generated \$5.4M+ in average annual real estate sales volume** while simultaneously leading internal process optimization initiatives—proving the ability to drive revenue while building scalable systems for others.

Education & Professional Development

Core Strategy & GTM Certifications

- Google Project Management Professional Certificate
- AI-Powered Customer Success Specialization (In Progress)
- Intuit Academy Bookkeeping Certificate: Balance Books Like a Boss

Enablement & Learning Systems Certifications

- Instructional Design Certificate – ATD
- Articulate Storyline 360 Certified – Yukon Learning

Licensure & Industry Specializations

- Tennessee Real Estate License (Active)
- Specialized Real Estate Designations: AHWD (At Home With Diversity), PSA (Pricing Strategy Advisor), GREEN (Sustainability Certification)

Technology, Platforms & CRM Tools

GTM & Revenue Operations Skills

Revenue forecasting • Funnel optimization • Process mapping & automation • KPI tracking & reporting • Sales enablement strategy • Cross-functional collaboration • Scalable onboarding design

Enablement & Learning Systems

Learning journey development • LMS administration (Absorb) • Content creation (Articulate Storyline 360) • Coaching & performance improvement • Training curriculum design • Knowledge base creation

CRM & Revenue Tools

HubSpot (proficient) • Salesforce (working knowledge) • KW Command • Clickfunnels (funnel automation) • Gainsight (familiarization in progress) • Excel (advanced formulas, pivots, dashboards)

Workflow, Productivity & AI Tools

ChatGPT (RevOps prototyping, process docs & intelligence) • Beautiful.ai • Sintra • Canva • Airtable • Trello • Asana • Monday.com • Google Workspace • Microsoft Office Suite

Sales Engagement & Scheduling Platforms

Calendly • ZoomInfo • GoTo Suite (Meetings, Webinars) • Zoom • Basic familiarity with Outreach-style engagement sequencing