

RUZELLE ANN BAGUIO

Revenue Operations Lead | Business Systems & CRM Leader

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PROFESSIONAL SUMMARY

Revenue Operations and Business Systems leader with 11+ years of experience spanning IT systems support, process improvement, and data management, now owning revenue operations for a Growth organization. Skilled in CRM administration, systems integration, pipeline governance, and reporting infrastructure across HubSpot, Zoho One, Microsoft 365, and Azure. Proven track record leading process design using Lean and Six Sigma, integrating HRIS, CRM, ticketing, and knowledge management systems, and serving as the source of truth for cross-functional reporting and decision-making.

CORE SKILLS

- Revenue Operations: pipeline governance, GTM scorecard reporting, commission operations, forecasting support
- CRM & Systems: HubSpot CRM, Zoho One, Microsoft 365 Admin, Azure, BoothPulse, Apollo.io, Webflow
- Process Improvement: Lean, Six Sigma, Agile methodologies, workflow documentation, SOP development
- Systems Integration: HRIS, CRM, ticketing, knowledge management, data warehouse and AI tooling integrations
- Core Strengths: problem solving, critical thinking, stakeholder communication, cross-functional collaboration, mentorship

CERTIFICATIONS

- Super Admin Bootcamp — HubSpot Academy
- HubSpot Reporting Certification — HubSpot Academy
- Integrating with HubSpot I: Foundations — HubSpot Academy

PROFESSIONAL EXPERIENCE

Revenue Operations Lead <i>Booth & Partners, Growth Department</i>	Aug 2026 - Present
• Own the GTM scorecard end to end, including five pipelines, MQL trend, coverage, and won-vs-billing reconciliation as the single decision record across Growth meetings. • Maintain real-time accuracy across the GTM scorecard, HubSpot dashboards, New Logo Huddle dashboard, and BoothPulse views, aligned with Finance reporting standards. • Own pipeline governance, monitoring coverage against a 1.5x target threshold, enforcing pipeline hygiene, and administering prospecting rules of engagement in HubSpot. • Own integrations between HubSpot, BoothPulse, and the data warehouse, including AI tooling across Apollo.io and Claude. • Run monthly commission data pulls and build crediting mechanics for team compensation under the 2026 compensation plan. • Lead the weekly RevOps meeting, owning agenda, cadence, and action item follow-through; partner with Sales, Marketing, Customer Success, and Finance.	
Process & Systems Lead <i>Booth & Partners</i>	Apr 2025 - Aug 2026
• Led stakeholder discovery sessions to map processes and applied Lean, Six Sigma, and agile principles to design future-state improvements. • Partnered with developers and cross-functional teams to identify automation opportunities and supported audits, testing, and deployment across HRIS, CRM, ticketing, and knowledge management systems. • Led and co-led projects from planning through execution, tracking KPIs tied to process and system performance.	

- Served as the liaison between technical and business teams, facilitating training and presenting recommendations to leadership.
- Mentored junior team members and built out SOPs, system manuals, and a process documentation library.

Application & Systems Support

Nov 2022 - Apr 2025

Booth & Partners

- Provided intermediate support for Google Workspace, Zoho (forms, workflows, Deluge), zScaler, MS Office, RingCentral, and Calendly.
- Logged and managed incidents, changes, and requests in the ITSM portal, resolving or escalating within defined SLA timelines.
- Drove process improvements that reduced Mean Time to Detect (MTTD) and Mean Time to Restore (MTTR).
- Ensured compliance with PCI, HIPAA, GDPR, NPC, and ISO standards across supported systems.

ICT Systems & Software Support Associate

May 2019 - Oct 2021

Astoria Hotels and Resorts

- Identified application issues by collaborating with clients and evaluating existing procedures and workflows.
- Defined solution specifications and coordinated with programmers on implementation and testing.
- Documented software and hardware issues, performed root cause analysis, and created training materials.

Technical Assistant / QA Inspector

Dec 2015 - May 2018

Chipbond Technology Corporation

- Implemented and maintained a quality plan to ensure compliance with company quality systems and policies.
- Performed visual and microscopic inspection of wafer products and conducted inventory checks against annual targets.

Assembly QA Staff

Nov 2014 - Aug 2015

Sumi Philippines Wiring Systems Corp.

- Developed and maintained a quality plan and monitored assembly line performance against defined targets.
- Documented QA processes and implemented Five Principles problem-solving methods for customer complaints.

EDUCATION

BS Electronics Engineering

2008 - 2014

Microcity Computer College