Gabrielle Christ

Open to sales manager, SaaS account executive and operations manager roles

Sarasota, FL · Open to remote & travel · Gabriellejchrist@outlook.com · gc-cv.com

EXPERIENCE

Co-Founder & Chief Operating Officer
Aug 2024 – Present

Unnecessary AI · Generative AI platform

- Ideated the company's generative image engine and built the entire team from scratch.
- Supported fundraising of $1.7M and oversaw all shareholder relations, cash infusions and investor updates.
- Run operations across product, engineering, finance, marketing, partnerships, compliance and payments with a core team of 10 and 30+ subcontractors.
- Beat our 200-user beta goal 2× with no budget for digital marketing or ads.
- Set API integration requirements and presented to prospective partners, securing 3 signed LOIs.
- Built the annotation operation that processed 10+ TB of video for model training within the set timeline.
- Secured a payment partnership for a platform with high-risk underwriting requirements.

Senior eCommerce Sales Director
May 2021 – Aug 2024

Swickard Auto Group · Mercedes-Benz & Porsche

- Surpassed the eCommerce team quota of 100 vehicles a month as director.
- Led 30 eCommerce reps and 10 BDRs across three teams generating $8M+ a year.
- Engineered the eCommerce sales process and coaching program, lifting close rate from about 10% to a 25% average and beating the target.

Managing Partner
Aug 2017 – Present

Eros Strategic Advisors · Independent consulting, alongside the roles above

- Marketing: brand strategy, website design and development, and content for startups and growing businesses.
- Go-to-market: launch plans, business development, sales process design and coaching.
- AI consulting: business consulting, operations and sales engineering for companies building or adopting AI.

Operations Manager
Sep 2018 – Nov 2019

Wick & Mortar · Brand, marketing & growth agency

- Managed client projects from strategy through delivery for an award-winning branding agency.
- Led agency social and digital, lifting engagement 30–200% across platforms.

Director of Customer Success
Feb 2016 – Sep 2018

Grassworks Digital · SaaS

- Met inside-sales quota; owned software sales and accounts from first conversation through onboarding and retention.
- Platform grew to 300+ accounts; team featured in GeekWire's 2017 Startup Spotlight.

Contractor · Web, SEO & Social
2016 – 2018

Grassworks Media · Digital marketing

- Website design, SEO and content for 20+ clients; brought in new business beyond the scope of the role.
- Built six niche Instagram properties to a combined six-figure following, later sold as an ad network.

PROFILE

Co-founder and COO of a generative AI company: supported a $1.7M raise, led 40+ people across a core team of 10 and 30+ subcontractors, and hit 2× our beta goal with $0 on ads.

CORE EXPERTISE

Consultative sales · Sales coaching · Sales systems design · SDR-to-AE development · Quota attainment · Revenue operations · Go-to-market · Partnerships · Fundraising support · Business operations · Payments & compliance · Brand strategy

TOOLS

Sales & analytics
Salesforce, HubSpot, Google Analytics, marketing automation, revenue reporting

Project management
Monday.com, Trello, Notion, Miro, Figma

Infrastructure
Cloudflare, Bitwarden, cloud and GPU oversight

Communication
Slack, Google Workspace

EDUCATION

University of Washington, Coding Bootcamp, 2018
Cascadia College, Running Start Program