

Joanna Sun

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SUMMARY

RevOps professional with 3+ years in hardware operations – from scaling post-sales process at an early-stage startup (HaptX) to owning \$40M+ in revenue across 200+ SKUs at a global storage brand (Lexar), working cross-functionally with Sales, Finance, Manufacturing, and key accounts. On the side, I build operational tools with AI – Atlas (a field ops command center prototype for AI data collection) and Havelit (a full-stack consumer app). Looking for PM / APM or operations roles at early-stage hardware, robotics, or AI companies.

PROFESSIONAL EXPERIENCE

Lexar Enterprise – Revenue Ops Analyst (Sales Ops) San Jose, CA September 2025 – Present

- Own end-to-end operational workflows for 200+ SKUs across ESG and EMG product lines (vendor setup, PO intake, proforma invoicing, and shipment coordination), enabling \$40M+ in shipped revenue
- Partner cross-functionally with Sales, Finance, Engineering, Manufacturing, and Supply Chain to resolve pricing, inventory, credit, and fulfillment bottlenecks for key accounts
- Own monthly revenue forecasting, backlog reconciliation, and commission validation for sales reps and contractors, tracked via QTD reports
- Coordinate sample requests, internal sample orders, and new product evaluations, partnering with Engineering on inventory planning and stock availability

Career Break November 2024 - August 2025

- Relocated from Seattle to SF Bay Area, traveled and started building independent projects (see Projects)

HaptX - Marketing and Sales Operations Specialist Seattle, WA August 2023 - October 2024

- Built the post-sales operational process from the ground up for the company's first commercial product launch, including order processing, manufacturer coordination, shipment scheduling and delivery, and PandaDoc quoting for customers and resellers
- Launched the global Value-Added Reseller (VAR) process, coordinating demo unit shipments, resolving logistical bottlenecks, and helping shape early channel strategy for international distribution
- Ran 300+ live product demos across 5 trade shows, surfacing user needs, pain points, and use cases through direct customer conversations

HaptX – Marketing and Sales Coordinator Seattle, WA November 2022 – August 2023

- Led the 7-month CRM migration from the company's prior platform to HubSpot, rebuilding integrations, reporting, and deal tracking to support pipeline visibility and data-driven sales decisions
- Worked as a BDR, running cold email campaigns and quarterly customer newsletters to build brand awareness and qualified pipeline ahead of the commercial product launch
- Collaborated with the Marketing Director on the launch of the company's new website, shaping content, copy, and brand alignment ahead of the commercial product launch

PROJECTS

Atlas, Field ops command center prototype for AI data collection 2026

- Built a multi-module prototype for coordinating humans, robots, and autonomous systems in field data collection, including contributor lifecycle, fleet health at unit level, closed-loop field feedback, and growth analytics
- **Stack:** Claude + agentic workflows; React, TypeScript, Vite, Tailwind, Recharts

Havelit, Full-stack consumer inventory app 2025 - 2026

- Shipped a full-stack consumer app for tracking cosmetics users already own or want to try, helping users avoid duplicate purchases and losing saved product recommendations
- Pivoted from a home inventory concept to cosmetics after lightweight user research revealed onboarding was the actual blocker, not missing features
- **Stack:** Claude + agentic workflows; Next.js 16, React 19, Supabase, Tailwind

VOLUNTEER

Resonate Church Fremont - Marketing Project Manager Fremont, CA June 2025 - September 2025

- Managed marketing workflows in Asana, coordinating tasks, deadlines and team assignments across staff and volunteer contributors to deliver church events and campaigns on schedule
- Supported the marketing team on visual and written content creation for church events, programs and social media outreach

EDUCATION

New York University Shanghai – BS Business and Marketing, Minor in Chinese September 2018 - May 2022

SKILLS & CERTIFICATIONS

Tools (used in shipped projects): Claude Code (custom agentic workflows), Cursor, VS Code, Google Antigravity, Warp, Next.js, React, TypeScript, Supabase, Tailwind, Vercel, GitHub

Operations, GTM & Project Management: HubSpot, Oracle ERP, PandaDoc, Asana, Monday.com

Data & Analytics: Excel (Pivot Tables, VLookup), SQL, Tableau

Design & Collaboration: Figma, Miro

Languages & Certifications: Bilingual Mandarin Chinese & English; Certified ScrumMaster (January 2025), CAPM (in progress)