

ALONDRA MATUTE

Executive Operations Leader | Executive Business Partner | Senior Executive Assistant

(209) 436-6560 | alondra@alondramatute.com | LinkedIn: [alondra-matute/](https://www.linkedin.com/in/alondra-matute/) | alondramatute.com

EXECUTIVE SUMMARY

Executive Operations leader and Executive Business Partner with 10+ years of experience supporting founders, CEOs, and executive teams in fast-moving organizations. Career foundation in senior executive assistance with expanded leadership across business operations, project management, client success, people operations, systems development, process improvement, and cross-functional execution. Known for translating executive vision into structured plans, establishing accountability, building scalable workflows, and independently driving high-priority initiatives from idea through completion. Advanced AI user and rapid technology adopter with deep Airtable expertise.

CORE COMPETENCIES

Executive Support • Executive Operations • Executive Business Partnership • Project Management • Business Operations • Client Success • Cross-Functional Leadership • Process Improvement • SOP Development • Team Leadership • Recruiting & Onboarding • People Operations • CRM & Workflow Design • Vendor Management • Event Operations • Marketing Operations • Executive Communications • AI-Enabled Workflows

PROFESSIONAL EXPERIENCE

MASTERING DIABETES | Remote

Client Success Manager | Executive Operations & Executive Assistant to the CEO | 2018–Present

- Partner with the CEO and leadership team to translate strategic priorities into execution across Client Success, Sales, Marketing, Coaching, Support, and Onboarding.
- Supported operational scale from approximately 100 to 650+ active clients, 3 to 11 coaches, and an 8-person startup team to approximately 35 team members.
- Built and currently manage a 6-person Support & Onboarding team, establishing workflows, accountability, documentation, training, and day-to-day operational structure.
- Designed and oversee a client extension operation producing approximately 14 extensions and ~\$16K in incremental monthly revenue.
- Architected and evolved Airtable-based operational infrastructure supporting the client lifecycle, program capacity, coach assignments, renewals, commissions, refunds, reporting, and leadership visibility.
- Supported approximately 20–30 hires across departments through recruiting, onboarding, systems access, documentation, and training coordination.
- Lead cross-functional launches and special projects by converting high-level ideas into timelines, owners, dependencies, communication plans, and measurable follow-through.
- Manage sensitive client escalations, retention and refund processes, People Operations workflows, payroll coordination, and highly confidential business, personnel, financial, and client information.
- Serve as a trusted executive partner to a visionary CEO, using context and judgment to distinguish actionable priorities from exploratory ideas and protect leadership time and organizational focus.

SCHULZ WEALTH | Remote / Texas

Executive Assistant to the President | Executive Operations & Special Projects | February 2024–Present

- Partner with the President across executive support, business operations, marketing, systems, vendors, events, and strategic projects in a regulated financial-services environment.
- Manage and coordinate recurring thought-leadership and marketing initiatives including monthly podcasts and blogs, weekly LinkedIn content, monthly networking events, quarterly webinars, and annual client communications.
- Draft executive thought leadership, marketing content, and campaign concepts for the President/Chief Compliance Officer, incorporating compliance review into publishing workflows.
- Identified a maintainable alternative to a proposed ~\$15K–\$20K agency website rebuild and independently rebuilt the firm's legacy HubSpot website in approximately three weeks, reducing ongoing developer dependency.
- Lead operational strategy and execution for the firm's annual charitable golf tournament benefiting Folds of Honor, coordinating committees, sponsors, vendors, volunteers, marketing, and event logistics.
- Helped advance tournament fundraising from a \$25K predecessor benchmark to \$50K+ and \$75K+ event cycles; current 2026 target is \$90K.
- Manage executive calendar, priorities, follow-up, and project tracking while helping preserve the President's time for high-value client, referral-partner, and relationship-building activities.

FOLDS OF HONOR — NORTH TEXAS | Remote / Texas

Executive Assistant | Operations & Project Support | April 2026–Present

- Support chapter leadership across executive assistance, project coordination, fundraising initiatives, committee operations, events, and organizational systems.
- Implement structure and tracking around developing initiatives to improve visibility, communication, ownership, and follow-through.
- Coordinate meeting agendas, minutes, action items, stakeholder communications, and project documentation across chapter leadership and committees.
- Support donor, fundraising, marketing, and event-related projects while handling sensitive organizational information with discretion.

TECHNOLOGY & AI

Airtable • ClickUp • HubSpot • Google Workspace • Microsoft 365 • Slack • Zoom • Zapier • Canva • Ontraport • AccessAlly • Pipedrive • Calendly • QuickBooks • ADP • CRM & Workflow Automation • Advanced AI Proficiency

Advanced AI user leveraging AI for research, project planning, documentation, drafting, quality control, process development, data synthesis, workflow optimization, and operational problem-solving while applying human judgment, confidentiality, and compliance awareness.

EDUCATION

Arizona State University
Bachelor of Arts, Mass Communications

SELECTED PROFESSIONAL CREDENTIALS

Upwork Top Rated Plus • 100% Job Success • \$300K+ Earned • 4,700+ Upwork Hours