

STEPHANIE PIMENTAL

INTELLIGENT RELATIONAL SYSTEMS ARCHITECT

Sales Operations · AI Integration · Communication Architecture

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PROFILE

I design intelligent relational systems — the architecture that lives between a person and a message, between one conversation and the next, between a team and the standard it holds. My work translates human expertise into scalable operational structure: CRM and workflow architecture, human-supervised AI communication, and measurement redesigned to reflect reality rather than activity. High-volume automotive retail has been the proving ground, but the discipline is domain-independent — I don't optimize individual work, I redesign the system the work happens inside, and the organization's trust, continuity, and conversion improve as a result.

CORE CAPABILITIES

Intelligent Relational Systems — designing systems where AI, people, communication, and operations reinforce one another.

Communication Architecture & Trust Engineering — cross-medium identity, confirmation cadence, and tone systems that preserve trust as the medium changes.

Human-AI Integration — human-supervised AI embedded into live communication workflows without losing organizational voice.

Operational & Workflow Architecture — CRM architecture, lead routing, data integrity, and task discipline built to scale.

Measurement & Performance Intelligence — redesigning metrics so they measure real capability, not surface effort.

Leadership & Doctrine Design — capability development, standards and doctrine design, and durable behavioral change.

EXPERIENCE

Sales Operations · Client Care Coordinator

Mirak Automotive Group 2025

- Designed and deployed a proprietary appointment-confirmation architecture that lifted show rates from ~30% to over 70% within the first 14 days of rollout — fundamentally reshaping appointment reliability and engagement quality.
- Improved internet close performance despite a lead mix increasingly weighted toward out-of-state, sold-VIN inquiries — demonstrating operational effectiveness under adverse conditions rather than favorable lead flow.
- Enhanced CRM data integrity by ~35% and lifted team follow-up consistency by ~40% through cleaner routing, task discipline, and AI-supported workflow design.
- Strengthened appointment quality and digital conversion (12–18% lift) by re-architecting qualification, pacing, and customer-communication structure.
- Reduced time-to-first-touch from hours to under 30 minutes and gave leadership sharper KPI visibility through redesigned reporting.

Sales & Leasing Consultant

Cardinal Honda 2021 – 2025

- Built relational continuity across a high-volume pipeline — personalized follow-up systems that drove repeat and referral business.

- Enforced CRM discipline that kept pipeline visibility clean and follow-up defensible.
- Translated product mastery into narrative-driven, cross-medium communication — video walk-arounds, SMS, email — that converted.
- Maintained elite CSI through consistent, warm, high-awareness follow-through.

Sales & Leasing Executive

Antonino Acura · Council of Excellence, 2020 2020 – 2021

- Delivered a concierge-level relational experience, guiding premium-brand decisions with clarity and low-pressure precision.
- Maintained impeccable CRM accuracy for clean visibility into buyer intent and pipeline movement.
- Partnered with leadership on deal structure and trade strategy to support seamless same-day decisions.

Assistant Manager

Estée Lauder Companies 2017 – 2020

- Ran full-store operations — floor execution, staffing rhythm, standards, and brand presentation at a luxury standard.
- Drove performance through real-time coaching and floor leadership — evidence the discipline predates and transcends automotive.
- Held operational rigor across inventory accuracy, merchandising quality, and compliance.

OPERATING PHILOSOPHY

The client experience isn't a moment — it's an architecture. I don't optimize individual work; I redesign the system the work happens inside. When data is disciplined, communication is precise, and workflows are built with intention, trust compounds and performance scales.