

Summary

Marketing Automation professional with **13+ years of experience** supporting **B2B SaaS** marketing teams through hands-on campaign execution, marketing systems management, and operational support. Background includes **automated email programs, webinar workflows, segmentation, landing pages, reporting processes, and ABM-related initiatives** within **Marketo** and **Salesforce connected environments**. Known for being detail-oriented, dependable, and comfortable working across both the technical and execution sides of marketing operations. Adaptable to evolving platforms and technologies, including transitioning from **Eloqua** into a long-term **Marketo administration and execution role** as business needs changed.

Skills

Marketing Operations & Automation

Marketing Automation, Lifecycle Workflows, Campaign Operations, Lead Routing, Segmentation, Lead Scoring, Nurture Programs, Webinar Operations, Campaign QA, Workflow Automation

CRM & Marketing Platforms

Marketo, Eloqua, Salesforce, Google Analytics (GA4), Google Tag Manager, ZoomInfo, Zapier, SendGrid, HubSpot (Certified: Email Marketing, Email Marketing Software, Transferable Platform Knowledge)

Campaign Execution & GTM Support

ABM Campaign Support, Campaign Tracking, UTM Governance, SDR/Sales Alignment, Reporting & Optimization, Funnel Support, Attribution Support, Cross-Functional Coordination

Web & Technical Skills

HTML/CSS, Javascript, Landing Pages, Forms, Email Templates, PHP, MySQL, Website Updates, Data Mapping, Technical Troubleshooting, CRM Integrations

Workflow & Process Management

Documentation, QA Processes, Workflow Optimization, Intake Management, Compliance Support, Operational Governance, Project Coordination, Stakeholder Communication

Experience

Lytx

October 2014 to January 2026

Marketing Automation Manager

San Diego, California

- Managed and optimized global **marketing automation programs** supporting lifecycle marketing, lead management, webinars, email campaigns, and **ABM-focused outreach initiatives**
- Built and maintained scalable **Marketo workflows**, smart campaigns, forms, landing pages, nurture programs, segmentation logic, and automated campaign processes
- Administered day-to-day operations between **Marketo** and **Salesforce**, supporting **lead routing**, lifecycle management, scoring models, campaign attribution, and sales handoff workflows
- Partnered cross-functionally with Marketing, Sales, SDRs, Operations, and external vendors to coordinate campaign execution, workflow requirements, reporting, and system improvements
- Supported marketing technology integrations, **data normalization**, QA testing, troubleshooting, and process documentation to improve operational consistency and campaign reliability

- Developed and maintained campaign templates, operational standards, and scalable workflows supporting global marketing initiatives across multiple business units
- Managed webinar and event operations including registration workflows, automated reminder sequences, follow-up campaigns, and reporting coordination
- Supported **campaign reporting, UTM governance**, segmentation strategy, and operational insights to improve campaign visibility and marketing performance
- Assisted with troubleshooting platform sync issues, workflow logic, campaign delivery, and database management across integrated marketing systems
- Collaborated with technical and business stakeholders to improve workflow automation, operational efficiency, and marketing process scalability

Omnitracs LLC - Manpower Contract

November 2013 to October 2014

Marketing Automation Specialist - Operations

San Diego, California

- Executed **marketing automation across Eloqua and Marketo**, enabling scalable campaign execution and nurture programs contributing to **six-figure pipeline impact**
- Led an **Eloqua-to-Marketo migration** and campaign framework development within a 45-day turnaround

Qualcomm - Manpower Contract

January 2013 to November 2013

Senior Graphic Designer

San Diego, California

- Led a major **corporate rebranding initiative**, transitioning Qualcomm QES to Omnitracs in a short six month period

Education and Training

Platt College

Graphic Design

San Diego, CA

Palomar College

Computer Science (Web Development)

San Marcos, CA