





CHARITY TILLMON

MARKETING OPERATIONS MANAGER

CONTACT

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(123) 456-7890 
Bozeman, MT 
[LinkedIn](#) 

EDUCATION

Bachelor of Science
Marketing
Montana State
University
August 2007 - May 2011
Bozeman, MT

SKILLS

CRM Management
Project Management
HubSpot
Google Ads, Google
Analytics
Microsoft Excel, Word,
PowerPoint
Stakeholder
Communication
Team Leader

WORK EXPERIENCE

Marketing Operations Manager

Administrative

October 2018 - current / Bozeman, MT

- Managed 17 staff members, producing ROI's 6% above targets on average
- Directed the launch of a campaign for a new educational product, resulting in a first-year revenue of \$2.7M
- Surpassed sales targets by 29% for the full year 2020
- Established a culture of data collection and A/B testing that increased campaign performance, leading to a 70% average campaign improvement
- Evaluated employee performance and initiated meetings, ensuring that 100% of standards were met and all employees had the support required to thrive

Marketing Operations Manager

BambooHR

January 2015 - October 2018 / Lindon, UT

- Overhauled existing employee onboarding processes, increasing performance by 22% in the average employee's first quarter
- Handled customer complaints, reducing the instance of negative Google reviews and BBB reports by 90%
- Held 2 weekly meetings, establishing quotas, and collaborating with staff to create plans of action
- Increased revenue generated by 11% while reducing staff size by 4% and addressing protocol inefficiencies

Junior Marketing Operations Manager

BambooHR

July 2011 - December 2014 / Lindon, UT

- Managed the development of more robust reporting for the customer support team, which improved customer NPS by 11% year-to-year
- Negotiated with vendors, reducing shipment and delivery fees by 10% while reducing delivery time by 2 days
- Organized and presented data analysis and performance results, making recommendations to upper management that improved campaign ROI's by 9%