

First Last

Marketing Operations Manager

Marketing Operations Manager with five years of experience driving brand awareness and product performance. Adept at marketing analytics and integrated marketing.

EXPERIENCE

Resume Worded, New York, NY

Marketing Operations Manager

January 2020 - Present

- Presented and led over 50 recruitment and sales seminars with audiences of up to 200 attendees per session.
- Served as an online liaison for website redesign resulting in increased site usability and new content by 30%.
- Oversaw logistics and publicity of over 120 teacher recruitment events.
- Provided departmental training on presentation techniques and developed sales pitch scripts and tactics to 50+ staff members.
- Developed and managed infrastructure for quarterly teacher scholarship program which included timelines, goals, marketing, and partnerships.

Growthsi, Remote

Marketing Project Manager

July 2016 - January 2020

- Managed three company-wide, industry-led initiatives, to change the identification of handsets by the Network and POS systems and FCC Local Number Portability.
- Worked with over 40 wireline companies to understand and implement processes to ensure a successful customer experience.
- Created over 500 test plan scenarios for 40 testers to ensure a seamless customer experience.

Resume Worded, Boston, MA

Email Marketing Operations Specialist

January 2012 - June 2016

- Responsible for B2B email, tracking, and reporting along with 500% growth in a database that supports email and sales efforts.
- Defined and built the marketing operations structure for campaigns which generated 85% of event registrants through email.
- Collaborated with marketing managers to find additional areas for inbound generation, optimization, and testing which increased efficiency by 20%.

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SKILLS

Marketing Strategy
B2B Marketing
Customer Relationship Management (CRM)
Campaign Management
Sales Operations
Marketing Analytics

EDUCATION

Resume Worded University

B.S. in Business Management, Minor Marketing

January 2012

New York, NY

- Awards:** Resume Worded Business Fellow (only 3 awarded to class), Dean's List 2012 (Top 10%)
- Relevant Courses:** Operations Research, Statistics
- Completed one-year study abroad with the University of Paris

PROJECTS

- Developed Project Charter, Risk Management, Project, and Communication plans to identify gaps and implement a mitigation strategy. This resulted in less than 25 open customer issues.