

Tony Teixeira

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PROFILE

Marketing and sales operations professional with 5+ years of experience in startup and enterprise environments. A proponent of continuous learning with a passion for design and technology.

EXPERIENCE

HG Data — Santa Barbara, CA

Sales Operations Manager

September 2017-Present

- Salesforce administrator responsible for day-to-day operations and overall system integrity.
- Refactored and built upon triggers, classes, and automation tools within Salesforce to improve and streamline business processes.
- Developed an Apex integration for lead, contact, and account enrichment using 3rd party APIs.
- Built data visualization within an AppExchange product using Lightning Design System and jQuery.
- Created a new product to inject technographic data into Salesforce layouts via a Chrome Extension.
- Led the migration and implementation of the marketing automation system from Pardot to Marketo.
- Designed and rebuilt the company WordPress website to be a flexible lead generation engine.

QAD Inc. — Santa Barbara, CA

Marketing Systems Specialist

May 2016 – Aug 2017

- Actively developed dynamically branded landing page and email templates for Marketo.
- Rewrote internal iOS applications used at company events for registration and expo booth scanners.
- Pursued cross-team projects to find solutions to improve internal tools used throughout the company.
- Built reports and dashboard to expose KPIs to sales and marketing teams.

Marketing Operations Specialist

Aug 2015 – Apr 2016

- Supported international marketing teams to ensure brand consistency and adherence to best practices.
- Designed and managed scalable nurture, webinar, and event programs/campaigns.
- Optimized email campaigns through a data-driven approach of continuous improvement.

EDUCATION

California State University, Stanislaus

Master of Business Administration (MBA) - Distinction, Beta Gamma Sigma Honor Society

Bachelor of Science, Business Administration - Marketing concentration

SKILLS

Sales Operations: Salesforce • PandaDoc • LeanData

Marketing: Marketo • Pardot • WordPress • Google Analytics

Development: HTML • CSS • JavaScript/jQuery • Swift • Apex

Design: Adobe Illustrator, InDesign, and Photoshop