

Tay Payton

Marketing Technology Manager

New Port Richey, FL

-Email me on Indeed: <http://www.indeed.com/r/Tay-Payton/a595b580cab163a5>

Professional Summary

| MarTech & Marketing Automation Manager | Data Engineering and Analyst Experience

Data isn't just numbers—it's the strategic foundation that powers exceptional marketing campaigns. I transform complex data into actionable marketing intelligence that drives growth, enhances customer experiences, and maximizes ROI on marketing investments.

Marketing Technology Leadership With deep expertise in SQL, Python, R, and BigQuery, I architect and implement comprehensive MarTech solutions that bridge the gap between marketing strategy and technical execution.

I specialize in:

- Building integrated marketing tech stacks that eliminate silos between platforms
- Developing automated workflows that scale marketing operations without increasing headcount
- Creating custom attribution models that accurately track the customer journey across touchpoints
- Designing real-time dashboards that empower marketers to make data-driven decisions

Technical Marketing Expertise:

I bring a unique blend of marketing intuition and technical proficiency that allows me to translate marketing requirements into robust technical solutions:

- Marketing Automation: Campaign orchestration, lead scoring, behavioral triggers, nurture workflows
- CRM & Customer Data: Data hygiene, segmentation, personalization engines, CDP implementation
- Analytics & Reporting: Multi-touch attribution, A/B testing frameworks, predictive modeling
- Full-Stack Development: Custom marketing tools, landing page optimization, API integrations

Technical Proficiencies • Data Engineering: SQL (MySQL, PostgreSQL, SOQL), Python, BigQuery, ETL pipelines

- Data Visualization: Power BI, Tableau, custom JavaScript & Python visualizations
- MarTech Platforms: HubSpot, Sales Force, Streamlit, Zoho
- Web Development: JavaScript, HTML, CSS, React, API integration
- Certifications: Google Data Analytics Certification, IBM Data Engineering Professional Certificate

Authorized to work in the US for any employer

Work Experience

Marketing Manager

Tri-Tronics Co. Inc.-Tampa, FL

October 2023 to October 2024

In my role as Marketing Manager, I oversee a talented team of marketing specialists, guiding our strategic initiatives to align with Tri-Tronics' vision of innovation and excellence. My approach combines rigorous data analysis with advanced MarTech tools to refine marketing operations and achieve superior outcomes.

Key Responsibilities:

Strategic Leadership:

Directing marketing strategies that enhance our brand identity and support our sales team, ensuring our market presence is both strong and scientifically driven.

Data Analytics:

Utilizing tools like Google Analytics to delve deep into marketing data, I make informed decisions that fine-tune our marketing efforts and enhance ROI, run python cleaning scripts and transformation scripts for data handling and hygiene.

MarTech Implementation:

Spearheading the integration of the latest marketing technologies to streamline operations and bolster our campaign effectiveness.

Creative Oversight:

Managing creative processes with tools such as Adobe Creative Suite and Blender, ensuring all marketing materials are not only visually engaging but also strategically sound.

Digital Marketing Excellence:

Developing SEO strategies, managing social media campaigns, and overseeing paid advertising initiatives to maximize online visibility.

Collaborative Projects:

Working closely with internal teams and external agencies to ensure a cohesive marketing strategy that is aligned with business goals.

Skills:

- Digital Marketing
- SEO & SEM
- Data Analytics
- CRM Systems (HubSpot, Salesforce)
- Content Management
- Project Management
- 3D Animation
- Technical Writing
- Strategic Planning & Execution

Marketing Manager

Premier Hospitality Group-Oakdale, MN

January 2023 to September 2023

Overseeing 24+ social media accounts for the restaurant and hospitality industry. Responsibilities and skills include but are not limited to:

1. Video and photo shooting and editing
2. content creation and curation
3. copywriting
4. email marketing to segmented lists totaling over 48,000 subscribers
5. Lead-gen and funnel building activities
6. Market and demographic research
7. Psychographic research
8. Facebook and Instagram Ad campaign creation
9. Coordinating with graphic designer
10. Staging photos and scenarios to show several aspects of the businesses

11. Facebook, instagram, and twitter strategy generation

I report to two supervisors on account analytics and growth projections and projects. I collaborate with in-store managers to ensure timely and accurate posts on menus, events, and specials.

Education

BACHELOR'S OF COMPUTER SCIENCE in Media Arts and Animation

AI International

June 2009 to September 2013

H.S DIPLOMA

Richfield High School

January 2009 to December 2009

Skills

- WordPress
- SEO
- CSS
- HTML5
- Digital Marketing
- Copywriting
- PPC Campaign Management
- B2B marketing
- Marketing
- Customer service
- Product marketing
- Product positioning
- Product management
- Sales
- Analysis skills
- SaaS
- SharePoint
- AI
- Google Tag Manager
- Machine learning
- English
- Communication skills
- Google Ads
- Marketing automation
- Conversion optimization
- Analytics (5 years)

- SQL (1 year)
- Google Analytics (6 years)
- Data Visualization (2 years)
- Microsoft Office

Certifications and Licenses

Google Data Analytics Certification

Present

Coursera Google Data Analytics Certification completion.