DIANA GIBSON

PRINCIPAL PROGRAM MANAGER, MARKETING EFFICIENCY SOLUTIONS & OPERATIONS

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PROFESSIONAL OVERVIEW

Strategic Marketing Operations Leader with over 9 years of experience in campaign execution, process optimization, and cross-functional enablement. Proven track record leading the implementation, adoption and enablement of the MarTech stack including Adobe AEM, Workfront, Marketo and Salesforce.

Skilled in translating strategic goals into operational frameworks, optimizing campaign processes, and delivering actionable insights through performance reporting. Passionate about building collaborative, efficient teams and enabling marketing organizations to do their best work through thoughtful systems, training, and continuous improvement.

WORK EXPERIENCE

Red Hat (IBM) | Principal Program Manager, Marketing Efficiency Solutions & Operations   April 2020 - Present
- Drive strategic marketing planning and operational excellence by aligning cross-functional stakeholders around scalable systems, clear goals, and data-informed decision-making.
- Lead the implementation and adoption of core marketing platforms (Adobe AEM, Workfront, Marketo, Salesforce), empowering global teams through enablement, documentation, and hands-on training.
- Analyze performance metrics using tools like Python and Tableau to deliver actionable insights to senior leadership, enabling continuous optimization of marketing campaigns, product strategies, and digital workflows.
- Collaborate with product, engineering, and sales partners to enhance MarTech capabilities, data hygiene, and customer journey orchestration.
- Advance marketing operations strategy by supporting budget allocation, targeted segmentation, and end-to-end performance tracking through platforms like Marketo and Salesforce.
- Partners with field marketing managers and business units to execute day-to-day campaign operations while optimizing for scale and efficiency.
- Led operations strategy for Red Hat's largest 2024 campaign roadshow, driving cross-functional execution resulting in $54M+ in marketing-sourced opportunities.

SAS | Sr. Associate Digital Marketing Specialist, Global Content   September 2018 - February 2020
- Built global digital landing pages using Adobe Experience Manager, ensuring brand consistency and accessibility across markets.
- Applied SEO and semantic analysis strategies to improve content visibility and engagement for technology education initiatives.
- Conducted A/B testing and used analytics platforms to enhance customer experience and optimize content performance.
- Partnered with global stakeholders to document workflows, establish governance guidelines, and streamline digital content processes.

ADDITIONAL WORK EXPERIENCE

Edelman | Corporate Public Relations Intern | April 2007 - March 2009
WUFT News (NPR) | Multimedia Journalist | January 2017 - June 2017
Telemundo | Marketing Intern | June 2015 - August 2015

EDUCATION

University of Florida | BS in Telecommunications & Business Administration | Cum Laude — Graduated 2016
University of Denver | Data Science Bootcamp

SKILLS

- Cross-functional Collaboration
- Strategic Planning & Execution
- Marketing Technology Enablement
- Project & Program Management
- Data Analysis & Visualization
- Critical Thinking & Problem Solving
- Communication & Stakeholder Engagement
- Process Optimization
- Technical Training & Documentation
- Agile & Scalable Workflow Design

TOOLS & TECHNOLOGIES

Adobe Solutions: AEM, Workfront, Adobe Express

Marketing Automation: Marketo, Eloqua

CRM & Data Platforms: Salesforce, Hubspot

Project Management: Wrike, Confluence, Jira, Workfront

Development & Analytics: Python (pandas, matplotlib, Plotly), SQL, Git, Jupyter Notebooks, Tableau

CMS & Web Tools: Drupal, Certain Event Management, Rainfocus, AEM

Other: Google Analytics, Smartling (Localization), Crazy Egg (A/B Testing)

PERSONAL INTERESTS

- Hiking, snowboarding, mountain biking & anything else I can do outdoors with my two dogs
- Cooking, nutrition, and holistic wellness
- Yoga, fitness, and mindfulness practices
- Science fiction novels