

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 enterprise Adobe solutions, including AEM, Workfront, and Adobe Express.

Adept at driving digital transformation through scalable systems and customer-facing assets that support go-to-market strategies. Highly skilled in aligning marketing technology with business goals, managing performance data, and presenting insights to stakeholders. Passionate about innovation, creative workflows, and empowering teams through enablement and hands-on solution delivery.

WORK EXPERIENCE

Red Hat (IBM) | Principal Program Manager, Marketing Efficiency Solutions & Operations April 2020 - Present

- Contributed to the core implementation team for Adobe Experience Manager, Adobe Workfront, and Adobe Express, supporting enablement efforts and driving adoption across the organization; currently involved in the early phases of Adobe GenStudio rollout.
- Participated in the Platform and Integrations Workstream for the Marketing Automation Platform (MAP) Transformation, supporting the rollout of Marketo as the enterprise-wide marketing automation tool and ensuring successful integration with existing systems like Salesforce and Workfront.
- Leads enablement of all regions by delivering live training sessions of MarTeck tools and processes, ensuring successful onboarding and optimized usage of frontend/backend systems.
- Partners with engineering, product, and business stakeholders to assess feasibility, troubleshoot system issues, and scope digital marketing launches that enhance the customer experience.
- Leads segmentation and data management across Salesforce and Marketo, enabling personalized campaigns and informed strategic decisions.
- 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.

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
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TOOLS & TECHNOLOGIES

Adobe Solutions: AEM, Workfront, Adobe Express	Project Management: Wrike, Confluence, Jira, Workfront	CMS & Web Tools: Drupal, Certain Event Management, Rainfocus, AEM
Marketing Automation: Marketo, Eloqua	Development & Analytics: Python (pandas, matplotlib, Plotly), SQL, Git, Jupyter Notebooks, Tableau	Other: Google Analytics, Smartling (Localization), Crazy Egg (A/B Testing)
CRM & Data Platforms: Salesforce, Hubspot		