

ADAM M. CARFAGNA

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SUMMARY

Results-driven Marketing Operations leader with 20+ years of experience building and scaling data-driven marketing strategies, AI-powered analytics, and advanced MarTech ecosystems. Proven success in increasing engagement and retention, improving conversion rates, and accelerating pipeline velocity. Skilled at leading cross-functional teams, optimizing campaign performance, and driving automation strategies that deliver measurable business impact.

SKILLS

Demand Generation, Marketing Automation, A/B Testing, Full-Stack Marketing Strategy, Email Optimization, ROI/KPI Analysis, Email & Web Testing, Highly Motivated Team Player, Detail-Oriented, Passion for Excellence

WORK EXPERIENCE

Digital Marketing Manager – *Candescent, Atlanta, GA*

06/2025 - Present

- MarTech & automation leadership: Direct post-carve-out launch of Adobe Marketo with ON24, Bizzabo, and Salesforce integrations; build scalable automation workflows, KPIs, and lifecycle programs aligned to business goals.
- Team & campaign execution: Lead 6 specialists (2X FTEs + 2 Marketo-certified experts) delivering integrated multi-channel campaigns (email, web, ABM, webinars, digital ads), new responsive email templates, and a 2026 corporate event site.
- Data-driven performance: Help build real-time Power BI dashboards tracking pipeline, webinar attendance, and ROI; implement segmentation, A/B testing, and predictive models to optimize cross-sell/upsell and provide actionable insights to ELT. Additionally, looking to contribute to shaping AI strategy moving forward.

Demand Generation Manager – *Metro Credit Union, Chelsea, MA*

06/2020 - 12/2024

- Achieved Marketo certification and led a seamless transition from HubSpot to Marketo and 6sense, building a full-funnel marketing stack from the ground up that boosted credit union visibility, member engagement, and retention — contributing to \$15.4M in 2023 net earnings in the CD segment alone — while serving as the on-site Marketo expert.
- Built and executed a scalable marketing automation strategy leveraging A/B tested automated onboarding, operational, nurture, and event campaigns — driving a 25% increase in enrollment velocity.
- Pioneered a custom-coded, AI-powered predictive analytics dashboard for real-time campaign insights — enabling agile optimization of marketing strategies and showcasing the ability to apply cutting-edge technology to real business outcomes.

Marketing Content Specialist (Contract) – *Microsoft, Burlington, MA* 04/2020 - 09/2020

- Led marketing automation and technical operations, managing advanced implementations, attribution models, and CRM integrations for global marketing initiatives.
- Managed campaign strategy through A/B testing, optimizing pipeline velocity by 35%.

Digital Marketing Manager/Web Developer – Shorelight Education, Boston, MA

02/2014 - 03/2019

- Led demand generation strategy across 19+ university partner programs, establishing multi-channel acquisition funnels that combined SEO-optimized WordPress sites with targeted personalized email nurture campaigns, resulting in a 40% increase in qualified leads.
- Architected end-to-end marketing automation strategies in HubSpot and later Marketo, implementing dynamic content personalization and A/B testing across landing pages and email workflows that improved conversion rates by 25% and accelerated enrollment velocity using Tableau and Power BI to report back to management.

Marketing Web Developer – Bullhorn, Boston, MA

02/2013 - 03/2014

- As the primary Drupal developer, directed multiple corporate CMS projects, demonstrating proficiency in creating robust and efficient web solutions for the Marketing team.
- Managed full customer lifecycle marketing initiatives, from designing and creating all email campaigns to overseeing detailed SEO and AdWords maintenance. Additionally, served as the onsite graphic designer, contributing to a wide array of marketing materials and providing UI/UX assistance to the core product.

Marketing Web Developer – Broadcom, Boston, MA

05/2010 - 01/2013

- Led comprehensive website architecture redesigns for a SaaS company in 2010 and 2013, employing CMS, HTML, CSS, PHP, jQuery, MySQL, SEO, and SMM, resulting in improved functionality and aesthetics, reducing bounce rate by 45%.
- Worked in Marketo and Salesforce to create targeted automated emails/landing pages for lead generation.

TECHNICAL SKILLS**Growth & Demand Generation**

Personalized customer lifecycle journey and lead nurture strategy (email, landing page, SMS, and ringless voicemail), multi-touch attribution, product-led growth (PLG), revenue operations (RevOps), marketing mix modeling (MMM), account-based marketing (ABM), customer retention strategies, A/B testing, QA, AI-driven predictive analytics, customer segmentation, lead scoring, PPC, GDPR/CCPA compliance, ROI/KPI analysis, webinar management

Marketing Technology

Marketo, HubSpot, Iterable, 6sense, Pipedrive, SEMrush, Google Analytics 4, GTM, Sage, Optimizely, Google Optimize, Litmus, Browser Stack, Webflow, WordPress, Salesforce, Adobe Creative Cloud, Figma

Technical & Web Development

HTML, CSS, JavaScript, TypeScript, Next.js, jQuery, PHP, Python, C++, Java, Velocity Script, MySQL, PostgreSQL, Apache, Nginx, Docker, Kubernetes, Node.js, AWS, Azure, Coolify, Vercel, GitHub, REST, SOAP, GraphQL, WebSocket, OAuth, Nintex RPA, Python Automation, Jenkins, Zapier

AI Tools

AI Agents, Claude Computer Use, Cursor, Bolt.new, v0.dev, GitHub Copilot, ChatGPT, Perplexity, Midjourney, ComfyUI, TensorFlow, PyTorch, CUDA, LangChain, Prompt Engineering, Custom-built 800+ TFLOPs AI Homelab

EDUCATION

Bachelor of Science in Electrical and Computer Systems Engineering, College of Engineering, University of Massachusetts Amherst, Activities and Societies: Talent Advancement Program, IEEE

Adobe Certified Professional – Marketo Engage