

Devon Guerrero



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Laguna Niguel, CA

Executive Summary

Platform agnostic Marketing Automation expert with roots in Email Marketing, involving experience in email design and development, CRM integration, landing pages, deliverability, segmentation, message personalization, lead nurturing, lead scoring, customer journeys, and current best practices. Highly technical self interests in databases and programming enables accurate low level communication with IT, database, and CRM administrators. Long time autonomous worker seeking a position to thrive in under progressive management, along with a highly ambitious team that is always learning.

Work Experience

Marketing Automation Specialist at *Confie Seguros* (Beverly Hills/Huntington Beach, CA) August 2016 - Present

Built a marketing automation journey from the ground up while becoming Eloqua Luminary certified within 4 months for an M&A insurance broker representing 30+ brands nationwide providing personal and commercial lines

- Built campaigns/programs for welcome journeys, up/cross-sell nurtures, cart abandonment, and churn reduction
- Quickly identified critical deliverability issues attributed to prior poor practices, subsequently implemented safeguards such as DKIM, DMARC, SPF, FBLs, real time email verification, and explicit opt-in
- Created and standardized reporting dashboards to display closed-loop revenue reporting, KPI goals, and conversions
- Advanced, managed, and scoped an API integration between a custom CRM and Eloqua, enabling real-time end to end lead management, reporting, and personalization
- Diagrammed data flows, customer journeys, and a marketing funnel in Visio, using knowledge from multiple departments
- Composed a data dictionary of Eloqua and incoming data sources, detailing field changes, summaries, and mappings
- Utilized MJML to abstract email development, thereby reducing production time, with Github for version control

Marketing Automation Specialist at *Stratasys Direct Manufacturing* (Valencia, CA) May 2016 - July 2016

Analyzed and tracked customer behavior to build loyalty through Marketo and Salesforce automations for a B2B 3D printing service

- Documented existing dataflows occurring within Salesforce and Marketo to correct issues and properly qualify leads before passing to sales
- Ad-hoc customer support for a subsidiary business, answering questions and correcting orders
- Held discussions with finance and sales to better understand their data and marketing needs
- Updated the end-to-end lead nurture process based on industry best practices
- Trained regional account managers on marketing processes, lead stage/status definitions, and custom salesforce features
- Prepared and shipped material samples to potential customers and sales reps
- Initiated a plan for data governance and master data management, with a goal for end to end analytics using an EDW

Email Marketing Coordinator at *Sunrun* (San Luis Obispo, CA) March 2015 - May 2016

Upkeeping the most critical line of communication for all customers of a national, publicly traded solar provider

- Administered and automated mass email communications to all customers and prospective leads in accordance to CAN-SPAM practices
- Served a cross-functional role between marketing, IT, and sales operations while documenting the overall customer experience, Salesforce instance schema, campaign processes, and email performance
- Optimized lead nurture campaigns to improve acquisition and conversion rates
- Established email QA with precise attention to detail and extensive Litmus testing
- Facilitated email template redesign for improved mobile responsive performance
- Manually created and audited customer referrals to provide high customer satisfaction and prevent fraud
- Produced reports in Marketo and Salesforce regarding email, link, A/B testing, and landing page performance
- Managed internal communications to employees and partners

Education

California Polytechnic State University San Luis Obispo, California

2011-2015

B.S. in Business Administration (Information Systems), Minor in Music

Certifications: 2016 Oracle Marketing Cloud Academy Eloqua B2B Luminary + Master

1Z0-051 Oracle Database 11g: SQL Fundamentals I - Lic. # 283432363

Skills

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| • Marketo | • Adobe CC Ps/Ill/In/Dw | • VCS/Git |
| • Eloqua (Luminary Certified) | • RDBMS's/SQL | • AWS/GCP/Azure |
| • Email HTML/CSS | • Litmus | • Elementary Java/Scala |
| • Salesforce | • Shell scripting | • Hadoop administration |