

DEVON GUERRERO



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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

Digital Marketing Manager - Automation at American Advisors Group

Orange, CA | September 2017 - December 2017

Completed a platform migration from Marketo to Eloqua at a leading reverse mortgage lender

- Recreated and documented all existing campaigns, moving all the active contacts
- Designed and tested a many-to-one relationship integration with Salesforce, including subscription management using CDOs
- Swiftly identified deliverability issues and provided a detailed analysis with actionable steps for remediation, along with additional preventative measures
- Tested and implemented Engage in Salesforce using Security Groups and the Label Assignment Workflow
- Built operational and marketing dashboards and reports in the new OBIEE Insights
- Worked with the sales department during the testing and go live of Engage and Profiler to identify any bugs

Marketing Automation Specialist at Confie Seguros

Beverly Hills/ Huntington Beach, CA | August 2016 - September 2017

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

California Polytechnic State University San Luis Obispo, California*B.S. in Business Administration (Information Systems), Minor in Music***Certifications:** 2017, 2016 Oracle Marketing Cloud Academy Eloqua B2B Luminary + Master

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

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