Rebecca Lowery

Marketing Technologist

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Professional Summary

Results-driven Marketing Technologist with 5 years of experience aligning marketing strategies with modern tech stacks. Skilled in CRM integrations, marketing automation, and end-to-end campaign optimization across digital channels.

Skills

Marketing Automation, CRM Integrations, JavaScript, Google Tag Manager, Campaign Attribution, Data Layer Management, Tableau, SEO, Content Strategy

Experience

Marketing Technologist - RedEdge Digital (2021 - Present)

- Spearheaded marketing automation initiatives with HubSpot and Salesforce.

- Developed cross-platform analytics dashboards to unify customer journey insights.

- Optimized campaign attribution models to improve ROI by 15%.

Marketing Analyst - VisionFlow Media (2019 - 2021)

- Integrated Google Analytics and CRM data pipelines for conversion funnel reporting.

- Supported martech implementations and trained marketing teams on new tools.

Education

B.S. in Marketing & Information Systems, Indiana University, 2018