

Justin Stevens

Senior Marketing Technologist

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Professional Summary

Senior Marketing Technologist with over 9 years of experience leading digital transformation projects, optimizing martech stacks, and aligning marketing data infrastructure with business goals. Expert in customer journey mapping, automation orchestration, and cross-platform tech integrations.

Skills

MarTech Strategy, Customer Journey Mapping, Marketing Automation, CDP Management, Salesforce Marketing Cloud, JavaScript, Data Integration, GA4, BigQuery, Leadership

Experience

Senior Marketing Technologist - MetricMatter Inc. (2020 - Present)

- Led migration from legacy CRM to Salesforce Marketing Cloud, improving lead engagement.
- Integrated customer data platform (CDP) to support real-time segmentation.
- Advised executive leadership on tech roadmap for unified marketing infrastructure.

Marketing Technology Lead - ProFusion Group (2016 - 2020)

- Streamlined data integration across email, web, and CRM platforms.
- Initiated multi-touch attribution modeling for enterprise campaigns.

Education

M.S. in Digital Marketing & Analytics, Boston University, 2015