

Kevin Work

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Cedar Park, TX 78613

MARKETING OPERATIONS OVERVIEW | MARKETO CERTIFIED

Marketing leader with 15+ years of experience in developing and executing successful digital marketing and marketing operations strategies. Proven track record in optimizing marketing campaigns, driving revenue growth through data analysis, and enhancing customer experience through personalized marketing initiatives and AI-driven automation. Proficient in marketing technology, including Marketo, Salesforce, AI automation, ABM, and analytics systems.

PROFESSIONAL EXPERIENCE

Principal Marketing Operations Consultant

DesignWork LLC | Austin, TX

2023 to Present

Implemented and optimized marketing operation systems, enhanced website conversions through targeted digital campaigns, and leveraged data-driven analytics to maximize overall performance as a growth-minded martech consultant.

- Led marketing operations projects for B2B clients including Verizon, Time Warner, and GoDaddy, optimizing campaign performance, CX strategy, streamlining lead generation processes, and enhancing CRM systems to ensure seamless marketing automation and data-driven strategies.
- Implemented AI automation solutions using tools like Make and Zapier to streamline marketing workflows, enhance data management, and improve operational efficiency across campaigns.
- Utilized data analysis to track KPIs and ROI for all marketing campaigns, making necessary adjustments to optimize performance and increase effectiveness.

Digital Marketing & Marketing Operations Lead

Curia Global | Austin, TX

2022 to 2023

Led digital marketing, email campaigns, website design, marketing automation, and online analytics. Collaborated closely with the VP of Marketing and key stakeholders to successfully execute comprehensive go-to-market programs.

- Built out martech stack using marketing automation (Marketo) campaigns, nurture emails, A/B testing, and CRM integration (Salesforce) to increase qualified leads and sales opportunities.
- Integrated Bizible, a leading marketing attribution and revenue planning platform, to measure the effectiveness of marketing campaigns, analyze touch points across the customer journey, and optimize marketing investments for maximum ROI.
- Advanced the company's website by implementing a modern content management system, customer lifecycle models, chatbots using AI, online calendar booking, lead scoring mechanisms, and campaign UTM tracking to enhance user experience and drive conversions.
- Implemented targeted marketing campaigns and strategic initiatives, resulting in a 34% increase in marketing qualified leads (MQLs), driving higher conversion rates and revenue growth.

Senior Manager, Digital Marketing & Marketing Operations

InfinityQS International | Austin, TX

2016 to 2022

Directed digital marketing and web design/development across marketing mediums, including brand and visual identity, websites, landing pages, print collateral, and events. Designed and developed program websites, landing pages, and digital marketing campaigns, collaborating closely with the CMO and key stakeholders.

- Championed marketing automation using Marketo to run email/drip campaigns, A/B testing, and Salesforce integration, which increased qualified leads and sales opportunities.
- Built out enterprise CMS using Kentico—enabling content management, lead scoring, campaign/conversion tracking, and personalized content throughout the website.
- Creative direction to help rebrand website and launch SAAS product and freemium platform (via website product pages, collateral, and e-commerce solutions).
- Grew digital marketing, SEM, and SEO and increased web traffic by 300% using a combination of paid, social, and organic channels.

Creative Director

Apptix | Herndon, VA

2008 to 2016

Led all facets of digital marketing and web design/development—as well as brand and visual identity—across marketing mediums (websites, landing pages, print collateral, and events).

- Transformed the Creative team and helped launch 20+ new products (via website product pages, collateral, and e-commerce solutions)—converting Apptix from a hosted Exchange email provider into a premier cloud-based communication and collaboration services business.
- Implemented CMS and Marketing Automation, built out multiple websites onto Kentico and Marketo—enabling content management, lead scoring, campaign/conversion tracking, and personalized content throughout the website—which increased marketing qualified leads by 27%.

SKILLS

Marketo ▪ Salesforce ▪ Bizible ▪ Google Analytics ▪ Wordpress ▪ Adobe Creative Suite ▪ SemRush ▪ HTML ▪ CSS ▪ JavaScript ▪ Google Suite ▪ Terminus ▪ ZoomInfo ▪ ABM platforms ▪ Microsoft Office Suite ▪ Conversational AI ▪ 6Sense ▪ Drift ▪ Intercom ▪ CAN-SPAM, GDPR, CCPA) ▪ SEO ▪ PPC ▪ Email Marketing & Nurture ▪ Conversion Rate Optimization (CRO) ▪ Segmentation ▪ Digital Advertising ▪ Social Media Advertising ▪ Online Campaign Management ▪ Keyword Research ▪ Data Analysis ▪ A/B Testing

CERTIFICATIONS

- Adobe Certified Expert-Marketo Engage Business Practitioner
- Marketo Certified Expert (MCE)

EDUCATION

Bachelor of Fine Arts ▪ Advertising & Graphic Design ▪ Sam Houston State University, TX