

TIMOTHY EVANS

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SUMMARY

Marketing Operations Manager with over 10 years of experience delivering customer-focused campaigns, audience segmentation, and marketing automation across SaaS, cloud, and ERP environments. Experienced in cross-functional go-to-market execution, sales enablement, performance analytics, and translating business needs into scalable processes, including campaigns that increased customer acquisition by 13% and sales by 18%.

CORE PROFICIENCIES

- **CORE PROFICIENCIES:** Lead Distribution & Routing Optimization, Marketing Operations, LeanData Administration, Salesforce Administration, Data Analysis & Reporting, Project Management, Technical Requirements Translation, Process Improvement, Cross-Functional Collaboration, Marketing Automation, Operational Excellence, Business Needs Assessment, Custom Routing Design, Failure Monitoring & Reporting, Documentation & Data Clean-ups, Time Management, High Standards for Project Delivery, Marketing Analytics, Digital Sales Team Collaboration-, Stakeholder Communication, Product Marketing, Product Launches, Product Growth Strategy, Go-to-Market Strategy, Product Marketing Methodologies, Value Proposition Development, Product Positioning, Competitive Analysis, Marketing Communications, Thought Leadership Content
- **Technical Competencies:** Cross-Platform Strategy, Content Calendar Development, Visual Design Principles, Brand Consistency, User Engagement Metrics, Trend Forecasting, Graphic Design, Performance Reporting User Stories, Pay Per Click (PPC) Campaigns, SEO, SEM, API, ERP, Technology Markets
- **Business Tools:** Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Google Sheets, Google Docs, Google Slides, Salesforce Marketing Cloud, WordPress, MIRO, Facebook, Instagram, Twitter, Youtube, Google Analytics, Marketo
- **Agile Tools:** JIRA, Asana, ClickUp, Monday
- **Databases Tools:** HTML, CSS, SQL

PROFESSIONAL EXPERIENCE

Intuit

Dec 2024 - Aug 2026

Marketing Operations Manager

Marketing Operations professional specializing in lifecycle campaign execution, in-product marketing, and AI assisted campaign tooling. Experienced in managing large-scale, multi-asset campaigns from build through launch, troubleshooting campaign delivery issues.

- **Product Marketing Execution:** Architect, configure, and execute comprehensive in-app promotional strategies directly reaching QuickBooks user bases. Manage complex targeting rules, product positioning, content placement, and prioritization to support product growth and maximize both revenue generation and overall user satisfaction.
- **Audience Segmentation:** Leverage behavioral and attribute-based data to develop precise customer segments and targeting criteria. Continuously validate audience definitions against core analytics dashboards to strengthen campaign relevance, delivery, and engagement.
- **Performance Analytics & Troubleshooting:** Direct the proactive monitoring of impression and delivery metrics. Execute root-cause analysis on campaign performance, swiftly resolving data configuration mismatches, routing errors, and tagging discrepancies to maintain high operational standards and support informed product growth decisions.
- **Dynamic Content Integration (SME):** Serve as the technical subject matter expert for personalization feasibility. Build and deploy real-time, customer-specific campaign elements, such as live countdown timers and dynamic enrollment dates, by integrating live data attributes directly into product messaging and marketing communications.
- **Cross-Functional Leadership:** Lead multi-phase product launches involving the simultaneous management of 90+ assets. Partner closely with Marketing Managers, Data Scientists, Product Managers, and Design teams to ensure strict alignment on testing timelines, go-to-market execution, overarching strategy, and asset readiness.

Google

Nov 2023 - Nov 2024

Marketing Operations Manager

San Francisco, CA

At Google, I've spearheaded marketing strategies for our flagship performance reporting program. Through agile collaboration with cross-functional teams, I've optimized campaigns, leveraged user insights, and driven continuous growth. My role involves closely monitoring performance metrics, delivering updates to leadership, and fostering international collaboration, all aimed at enhancing user experiences and driving results.

- Developed and executed comprehensive multi-channel go-to-market strategies, leveraging SEO, content marketing, PPC, and social media to drive demand generation for B2B clients.
- Applied Agile/SCRUM methodology and earned Scrum Master certification, facilitating effective cross-functional collaboration and iterative project delivery.

- Optimized lead routing and matching engine using LeanData, ensuring a smooth and consistent flow of qualified leads to sales teams.
- Provided consultations to business partners on custom routing design, LeanData functionality, and reporting on routing outcomes, translating operational insights into improvements for commercial teams.
- Translated business needs into technical requirements, built flows, conducted testing, and launched changes in support of marketing operations and product marketing methodologies.
- Supported routing-related processes including failure monitoring, reporting, documentation, and data clean-ups to improve operational excellence and stakeholder communication.
- Managed major projects such as event custom routing and sales territory realignment for fiscal year cutover, coordinating execution across cross-functional teams.
- Successfully managed end-to-end project implementation, improving sales team alignment, lead follow-up efficiency, and go-to-market execution.
- Developed and deployed scalable, secure cloud-based Microservices for enterprise applications, ensuring efficiency in cross-functional deployments

Amazon

May 2023 - Sep 2023

Marketing Operations Manager (Consultant)

San Francisco, CA

As a Marketing Manager at Amazon, I have been privileged to conduct groundbreaking marketing initiatives that further solidified the company's cloud technology leader position. Working collaboratively with a dynamic team of marketing professionals and cross-functional stakeholders, I drive brand awareness, enhance customer engagement, and promote product adoption across diverse markets.

- Led the development and execution of integrated marketing campaigns, achieving a 13% increase in customer acquisition in targeted regions
- Ensured cloud solutions adhere to global standards and comply with established piracy policy
- Maintained Tableau dashboards to analyze sales performance, which helped identify underperforming segments and increased overall sales by 18%.
- Developed and executed SEO campaigns that aligned with product marketing strategies, contributing to a 30% year-over-year growth in organic traffic.
- Managed the go-to-market strategy for new product launches, integrating SEO best practices to ensure optimal visibility and engagement.
- Analyzed campaign performance using tools like Power BI and Tableau, providing insights that informed future marketing initiatives and product enhancements
- Integrated marketing automation into sales outreach, automating follow-up processes and improving response rates by 12%
- Train and support users in maximizing the capabilities of Adobe Workfront to improve productivity and workflow efficiency

Google

Jul 2022 - Mar 2023

Account Based Marketing Manager - Google Cloud

San Francisco, CA

Enable industry ABM practitioners to plan, execute, and optimize programs in an efficient manner built for scale and campaign development across the ABM practice; I am the go-to liaison who ensures that campaigns are running efficiently and are delivered on time. With my team and stakeholder's assistance, I am able to construct several ABM GTM models that assist in consistent orchestration plans, execution, and measurement across ABM-supported industries.

- Demonstrated deep working knowledge of Google services, including optimizing cloud-based solutions for scalability and security
- Established cloud development standards and guidelines, ensuring consistency and compliance with Google Cloud best practices
- Administered LeanData and Salesforce, optimizing lead distribution and matching processes
- Collaborated with digital sales and marketing analytics teams to identify operational challenges and design solutions
- Provided support for routing-related processes and conducted regular data clean-ups to maintain data integrity
- Managed ticketing systems including Jira, ensuring timely resolution of operational issues.
- Improved lead conversion rates by 20% by enhancing the lead routing engine and implementing best practices
- Developed comprehensive documentation and training materials for LeanData and Salesforce users
- Hands-on experience with various tools and platforms such as MQTT, KAFKA, Linux (RHEL/Ubuntu), Scripting, Git, Jenkins, Docker, Puppet, CHEF, and Nexus to support infrastructure automation and continuous integration
- Implemented project management software, improving task tracking and project status visibility, which reduced project delivery times by 10%

Meta

Aug 2020 - Jul 2022

Marketing Project Coordinator - SMB Division

Menlo Park, CA

Planned, structured, and executed integrated upper funnel and lead generation marketing campaign strategies to promote marketing solution value adds to businesses ranging from SBM to enterprise. Successfully mitigated

campaign setbacks with preemptive planning and strong communication. Coordinated across the engineering team, product marketing team, and UX Research team to build, test, and launch internal tooling to better support campaign orchestration and eliminate slack.

- Administered LeanData and Salesforce, optimizing lead distribution and matching processes.
- Acted as the Subject Matter Expert (SME) for several solutions marketing systems at Meta, leading the automation of numerous manual processes within Meta's infrastructure
- Spearheaded the team's first CI/CD pipeline setup from the ground up in Meta's, streamlining development workflows and introducing cloud-based development and testing practices.
- Collaborated with digital sales and marketing analytics teams to identify operational challenges and design solutions.
- Provided support for routing-related processes and conducted regular data clean-ups to maintain data integrity.
- Managed ticketing systems including Jira, ensuring timely resolution of operational issues.
- Improved lead conversion rates by 20% by enhancing the lead routing engine and implementing best practices.
- Developed comprehensive documentation and training materials for LeanData and Salesforce users.
- Spearheaded integrated marketing campaigns, boosting product adoption rates by 20%
- Coordinated cross-functional teams, reducing project turnaround times
- Made use of B2B campaign strategy tactics to direct 4 cross-functional team members across several different industries, including publishers, web production, and e-commerce internal and external partners, to produce effective & efficient marketing materials, increasing the accuracy of bespoke marketing for industry specific clientele

Oracle

Feb 2019 - Mar 2020

Marketing Associate | Operations Specialist

San Jose, CA

Managed 3rd party consultancy to cultivate marketing material for social media, internal and client-facing web pages, along with events to maintain brand cohesiveness in the middle of a year-long company acquisition. Led Oracle SD-WAN SaaS redesign, drove web page lead generation, and trained new employees as well as contractors in my process to maintain and sustain brand growth.

- Managed marketing operations processes, including lead distribution and campaign execution.
- Utilized LeanData and Salesforce to optimize lead routing and matching, enhancing sales and marketing alignment.
- Provided analytical support to marketing and sales teams, generating reports and insights on lead performance.
- Ensured timely delivery of projects by managing timelines, resources, and stakeholder communication.
- Managed outbound marketing strategies, leading to a 50% boost in SaaS solution sign-ups.
- Facilitated communications, improving vendor collaborations by 40%
- Developed and maintained detailed project plans, including schedules, budgets, and resource allocation, leading to a 10% increase in project profitability

EDUCATION & CERTIFICATIONS

San Jose State University

BS, MARKETING ADMIN. MANAGEMENT

San Jose, CA

CERTIFICATION

- SCRUM MASTER CERTIFIED: Issued by SSGI - Six Sigma Institute
- GOOGLE ADS CERTIFIED: Issued by Google
- GOOGLE ANALYTICS CERTIFIED: Issued by Google