

# CESAR REYES

## Senior Marketing Operations Specialist

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### OBJECTIVE

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Marketing Operations Specialist and Full-Stack Developer with 10+ years of experience driving campaign performance and optimizing workflows for growth-stage and enterprise organizations. Technical expertise paired with strategic thinking to build automation solutions that cut manual work by 20-50%. Data-driven approach delivers measurable ROI through cross-functional collaboration.

### SKILLS & ABILITIES

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**Marketing Technology:** Marketo, Salesforce, HubSpot, ActiveCampaign, Workato, Hopin, Calendly, Segment, Google Tag Manager, Google Analytics, HockeyStack — campaign execution, automation, and attribution tracking.

**Web Development:** TypeScript, React, Next.js, Node.js, Express, PostgreSQL, Supabase, MongoDB, Redis, Tailwind CSS, Framer Motion — building scalable, responsive web applications and SaaS platforms.

**Business & Project Tools:** Project management with Asana, dashboard creation with Power BI, data visualization for stakeholder alignment.

### EXPERIENCE

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#### Founder & Marketing Operations Consultant

2025 – Present

Dexford | Marketing Operations Consulting | Remote

- Founded a marketing operations consultancy serving B2B and B2C clients with campaign execution, automation strategy, technology integration, and data analytics services.
- Designed and built lead nurturing workflows in Marketo, HubSpot, and ActiveCampaign, reducing client lead nurturing time by 65% and generating 40% more qualified leads.
- Integrated marketing technology stacks connecting Salesforce, HubSpot, Marketo, Power BI, and custom APIs, cutting manual data entry by 80% and achieving 100% data accuracy.
- Executed end-to-end marketing campaigns across email, social, and paid channels, managing A/B testing, cross-channel sync, and performance optimization.
- Built custom analytics dashboards in Power BI and Salesforce, providing clients with real-time reporting and ROI visibility for executive decision-making.
- Developed automated workflow systems using Workato-style integrations, enabling clients to trigger actions across platforms based on contact behavior and campaign events.
- Conducted marketing technology audits identifying automation opportunities, process bottlenecks, and integration gaps for enterprise clients.

- Created modular email and landing page template libraries for clients, ensuring brand compliance and reducing campaign production time by 30%.
- Trained client teams on Marketo, HubSpot, and Salesforce administration, building internal capability through tailored onboarding and documentation.

### **Senior Marketing Operations Specialist**

2022 – 2025

Tipalti Inc. | Financial Technology | San Mateo, California (Remote)

- Orchestrated 130+ integrated marketing campaigns across online events, nurture flows, and event promotions, increasing engagement by 20%.
- Redesigned responsive, modular Marketo email templates, cutting production time by 30% while maintaining brand consistency.
- Generated \$1M+ in pipeline through targeted competitive campaigns focused on Expensify, Concur, and ZipHQ.
- Automated workflows with Workato and built a Calendly-Marketo integration, reducing manual processes by 50%.
- Built and maintained custom Salesforce dashboards, giving executives real-time performance metrics for faster decision-making.
- Managed the global campaign calendar solo after team restructuring, keeping operations running and campaigns aligned.
- Reconfigured Hopin-Marketo integration to improve the attendee experience at Tipalti's flagship Illuminate conference.
- Created repeatable competitive outreach processes with Product Marketing and SDR teams to support Q3–Q4 GTM objectives.

### **Marketing Automation Specialist**

2019 – 2022

Experian Inc. | Financial Technology | Costa Mesa, California (Hybrid)

- Developed and launched a scalable global library of email and landing page templates, achieving 100% brand compliance across international teams and speeding up campaign delivery.
- Played a critical role in a global website migration, ensuring smooth user experience through QA, cross-browser testing, and performance optimization.
- Resolved 110+ technical support tickets within 12 months, improving platform usability and reducing internal bottlenecks for marketing and development teams.
- Led Eloqua onboarding by training cross-functional stakeholders at various access levels, creating tailored learning paths, and ensuring successful platform adoption through documentation and one-on-one coaching.

## **EDUCATION**

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### **Front-end Web Development Certificate**

Treehouse | September 2020

### **Associate in International Business**

Golden West College | June 2010

## PROJECTS

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**Dexford Integration Platform:** Workflow automation system with OAuth credential management, webhook processing, and connectors for ActiveCampaign, HubSpot, and Apollo.io. Built with TypeScript, Express, Knex, PostgreSQL, Redis, and BullMQ.

**ZeroNode:** Personal finance management application built with Node.js, Express, MongoDB, and Chart.js for visual reporting.

**KirbyTest:** Automated form validation QA tool with clean design and consistent cross-platform functionality.