

TARAH HENDRIX

MARKETING SYSTEMS & AI OPERATIONS STRATEGIST

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SUMMARY

Marketing systems strategist with 10+ years of experience architecting automation-enabled, data-driven, and AI-ready ecosystems across global B2B SaaS organizations. Combines deep technical proficiency with AI-driven development to design scalable architectures, govern data pipelines, and automate complex workflows. Recognized for transforming marketing operations into intelligence engines; connecting platforms, data, and teams to deliver measurable, repeatable performance.

SKILLS / TECHNOLOGIES

- **AI & Automation Innovation:** Designs and deploys AI-driven workflows, agent-based governance systems, and intelligent automation
- **AI-Driven Development:** Uses AI as a technical accelerator to design, generate, and refine automation logic, scripts, integrations, and data-processing pipelines
- **MarTech Ecosystem Platforms:** Marketo (2x Certified Expert), Hubspot, Salesforce, Demandbase, ZoomInfo/Clearbit, GTM/GA4
- **Systems Integration & Reliability:** Marketo-Salesforce architecture, data pipeline optimization, sync monitoring, issue remediation, enrichment and feedback loops
- **Workflow Automation:** Builds cross-platform workflows using Zapier, Workato, Segment, and Boomi
- **Data Governance & Compliance:** UTM/link tracking automation, campaign metadata governance, lead source frameworks, GDPR/CCPA compliance, subscription management
- **Analytics & Reporting:** Funnel performance dashboards, attribution frameworks, conversion optimization, lifecycle progression metrics
- **Documentation & Enablement:** Governance playbooks, process documentation, and cross-functional training to ensure adoption and data integrity

WORK EXPERIENCE

AI EFFICIENCY OPERATIONS MANAGER

(JUN 2023 - Present)

PREVIOUSLY MARKETING OPERATIONS MANAGER

Lenovo, Cloud & Software

- **Pioneering AI and automation innovations** including a custom PowerApp link generator for UTM governance, an AI-driven workflow to detect and manage junk lead submissions, and an AI-powered intake and QA workflows
- **Implemented multi-dimensional lifecycle and scoring models** by product and funnel stage, improving MQL accuracy by 25% and nearly doubling MQL-to-SQL conversion, strengthening downstream journeys and sales handoff.
- **Built and enforced a lead source governance framework** that reduced misclassified leads by 30%, ensuring clean ingestion into Salesforce/HubSpot and improving attribution accuracy for lifecycle reporting. *Recognized with the 2024 Marketing Catalyst Award* for elevating revenue attribution capabilities and decision-making.
- **Supported the launch of three product trials** by aligning marketing, systems and product requirements, ensuring accurate engagement tracking, funnel visibility, and integration with downstream lifecycle campaigns.
- **Supported GTM strategy through journey mapping**, identifying friction points and optimizing alignment between self-serve and sales-assisted motions to guide roadmap and investment planning.
- **Executes end-to-end campaign and lifecycle operations** by configuring workflows, validating behavioral triggers, and troubleshooting cross-platform integrations to ensure clean data capture, accurate attribution, and seamless activation across HubSpot, Salesforce, and downstream marketing tools.
- **Designed and implemented a lead-to-account matching workflow** in HubSpot, enabling assessment of account-level attributes for scoring and lifecycle management. Improved qualification accuracy and preserved CRM integrity.
- **Built a Zapier-based integration** to ingest and transform ad platform inputs into automation-ready formats, ensuring metadata alignment across Salesforce and HubSpot.
- **Developed HubSpot and Salesforce dashboards** tracking lead progression from lead → MQL → SQL → closed-won, surfacing conversion rates, velocity, and drop-off points.
- **Partners cross-functionally with Salesforce team** to optimize lead routing and funnel logic, enhancing qualification accuracy, improving sales responsiveness, and accelerating conversion rates across segments.
- **Configures and QAs** HubSpot forms, ad platform pixels, and other campaign assets to ensure accurate UTM capture, conversion tracking, and Salesforce routing pre- and post-launch

WORK EXPERIENCE CONT.

SR MANAGER, MARKETING OPERATIONS

(NOV 2020 - JUN 2023)

PREVIOUSLY CAMPAIGN OPERATIONS MANAGER

MURAL

- **Managed and optimized marketing automation (Marketo), Salesforce and product integrations, and lead management workflows** to ensure data accuracy and executional reliability across Growth, ABM, and Enterprise segments. Partnered with Marketing, RevOps, and Engineering to translate lifecycle strategies into operational journeys and ensure product usage data reliably powered downstream campaigns. *Recognized as a MOPsie Award Nominee.*
- **Partnered with Engineering and GTM Systems** to rearchitect the Salesforce-Marketo pipeline, resolving API constraints and reducing sync latency from 24-94 hours to under 1 hour, driving a 55% increase in inbound SQOs.
- **Managed a centralized automated nurture architecture in Marketo**, orchestrating 10+ dynamic nurture paths and activating product event data to deliver PLG onboarding, adoption, and retention experiences.
- **Supported the implementation of Segment Personas** and optimization of event tracking, enabling product-usage data and persona attributes to flow into downstream systems and power nurture and lifecycle campaigns.
- **Scaled program execution by 300% YoY** through reusable templates, standardized audience segmentation, and integrated project management tooling.
- **Managed unification of visitor data pipelines** across multiple systems, reconciling to high-quality sources to enrich persona profiles, improving segmentation accuracy and driving a 25% lift in engagement and 10% lift in conversion.
- **Defined and enforced governance standards** for Marketo access, role-based controls, and compliance, supported by onboarding documentation and QA frameworks that safeguarded executional quality at scale.
- **Partnered with GTM Analytics to build campaign reporting** dashboards, surfacing funnel conversion, velocity, and pipeline contribution insights to guide optimization and investment decisions.

MARKETING AUTOMATION MANAGER

(FEB 2018-NOV 2020)

PREVIOUSLY MARKETING AUTOMATION SPECIALIST

SAP, Ariba

- **Owned automation operations** in a centralized demand center, aligning frameworks, channel strategy, and technology to support coordinated execution across email, web, events, and paid media.
- **Contributed to the development of a campaign reporting dashboard** that delivered granular visibility into funnel performance at the campaign-level, enabling marketers and leadership to monitor key metrics, optimize tactics, and prioritize investment. This work was *recognized with the Marketing Leadership Team's Best Practice Award.*
- **Architected a custom Product-Marketo data sync with engineering (Boomi)** to bring accurate product profile data into Marketo, resolving gaps in the target audience pipeline. Tripled audience reach, reduced database duplication by 15%, and enabled more precise segmentation and targeting, enhancing marketing efficiency and personalization at scale.
- **Implemented standards for a global campaign orchestration platform (JETO)**, including program setup and metadata governance, ensuring consistent tracking, reliable attribution, and scalable execution across geographies.
- **Re-architected a fragmented lead routing workflow (Workato)** that caused lead loss and misqualification. Improved routing accuracy, preserved lead integrity, and enhanced time-to-response to align with sales standards.
- **Served as Data Protection Unit Coordinator**, overseeing subscription management and ensuring compliance with global opt-in regulations (e.g., GDPR). Supported the rollout of GDPR-compliant policies in Marketo and integrated marketing systems with the enterprise consent repository.

DIGITAL MARKETING SPECIALIST

(FEB 2015 - FEB 2018)

US Assure

- **Led a ground-up implementation of Marketo**, establishing foundational infrastructure including SOPs, data management protocols, lead workflows, and reusable templates to support scalable campaign execution
- **Integrated and optimized Salesforce** with Marketo, ensuring seamless data flow between marketing and sales systems. Ongoing monitoring and optimization enhanced lead tracking accuracy and response times.
- **Redesigned lead-to-contact conversion process in Salesforce** in close collaboration with business stakeholders, increasing visibility into lead progression and improving the reliability of marketing influence reporting.
- **Delivered comprehensive training and enablement for Marketo users**, paired with ongoing documentation management to ensure governance adherence and self-sufficiency across marketing teams.
- **Developed a centralized reporting dashboard** that aggregated campaign performance, ROI, lead generation, and attribution data from Marketo—providing actionable insights across channels and enabling more strategic decision-making.

RECOGNITION

- **LENOVO-** MARKETING CATALYST AWARD, 2024
- **MOPSCON-** THE PREACHER, MOPSIE AWARD NOMINEE, 2022
- **SAP-** MARKETING TEAM BEST PRACTICE AWARD, 2019

EDUCATION

BBA, MARKETING, SUMMA CUM LAUDE
University of North Florida