

# Nabeel Ghayasuddin

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## PROFESSIONAL SUMMARY

Results-driven marketing professional with 7 years of experience specializing in marketing project management, automation, and operations. Proven track record of optimizing marketing strategies, leading cross-functional teams, and driving growth through innovative campaigns and technology integration. Achieved up to 40% improvement in lead generation and increased customer engagement by 30%.

## SKILLS

**Marketing Tools:** Salesforce, HubSpot, Marketo, Google Analytics, Adobe Creative Suite

**Project Management:** JIRA, Agile, Scrum, Asana, Trello

**Data Analysis:** Google Analytics, Tableau, PowerBI, Excel

**Leadership:** Team management, strategic planning, cross-functional collaboration

## LICENSES & CERTIFICATIONS

**Salesforce:** Advanced Admin, Marketing Cloud Specialist, CPQ Specialist, Sales Cloud Consultant, Platform Developer I

**HubSpot Academy Certifications:** Email Marketing, Inbound Marketing, Content Marketing, Advanced Social Media Strategy, Inbound Social Media Strategy, Inbound Sales

## EXPERIENCE

**LPL Financial**, Dallas, TX

Jan 22 – Present

*Marketing Operations Manager*

- Developed marketing automation Tableau dashboard sourcing Adobe Analytics, SFDC, and Marketo Reports
- Managed and executed 30+ automated workflows improving lead nurturing efficiency & conversion rates by 18%
- Established Salesforce CPQ for the Sales Team resulting in a 40% improvement in ROI through refined strategies

**Google Cloud**, Dallas, TX

Aug 22 – Aug 23

*Activation Manager, Contractor*

- Innovated and optimized marketing systems and processes for Google Cloud, including leading RPA projects that saved 80% of marketers' time and enhancing the Marketo instance and Gather, resulting in nearly 100% time savings for multi-session event setups.
- Directed large-scale event operations, such as Google Cloud Next 2024, managing over 20k attendee data, and developed training programs for marketing technology tools, ensuring streamlined lead management and cross-team collaboration for feature implementation and best practices.

**ThisWay Global**, Dallas, TX

Jan 21 – Jan 22

*Senior Marketing Manager, Contractor*

- Oversaw the implementation of marketing operations processes managing direct reports & 2 outsourced agencies
- Enhanced analytics capabilities using Salesforce and Tableau leading to a 30% improvement in strategy efficiency

**Wizard Tax Software**, Dallas, TX

Jan 18 – Jan 21

*Director of Marketing*

- Provided strategic marketing consulting services to 35+ firms, focusing on digital marketing and brand strategy
- Assisted clients in implementing marketing technology solutions, optimizing their marketing efforts and improving overall campaign performance by 25%.

## EDUCATION

**The University of North Texas**

*Bachelor of Science, Marketing & Marketing Management, Chemistry*