

Jason Keller

MARKETING OPERATIONS & GTM ENGINEERING LEADER

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Marketing Operations and GTM Engineering leader with practice ownership, enterprise-scale global operations, and hands-on systems depth across Marketo, Salesforce, Snowflake, Python, attribution, lifecycle, AI-enabled workflows, and campaign governance.

TECHNOLOGY

Automation	Marketo (5x admin), HubSpot (Platinum Agency Partner), Pardot, Salesforce Marketing Cloud	CRM + Data	Salesforce (2x admin), Microsoft Dynamics, Snowflake, BigQuery, Fivetran
Analytics	Marketo Measure, Tableau, PowerBI, Looker, Google Analytics, Funnel.io	ABM + Sales	Demandbase, 6Sense, Terminus, Bombora, Outreach.io, Salesloft, ZoomInfo
Build	Python, SQL, JS, CSS, HTML; Flask, Snowflake, Marketo API; Cortex, Claude, Codex, Glean, LLM/AI workflows		

EXPERIENCE

Ericsson / Cradlepoint

Sr. Manager, Marketing Automation & Ops

Mar 2023 - Present | Arlington, VA

- Managed a 4-person marketing operations team plus full-service agency while leading global campaign ops; implemented stakeholder governance and automated request intake, reducing delivery time by 14%.
- Built MCM, a Python/Flask campaign operations platform integrating Marketo API, Snowflake, Asana, forecasting, and documentation wiki; reduced campaign build time by 20% and increased UTM coverage by 50%+.
- Led Ericom acquisition and Ericsson rebrand migrations: rebuilt 50+ Marketo programs while migrating 700+ pages, 200+ forms, and every operational/promotional email asset.
- Developed Glean AI agents for campaign and content creation, tying internal tools, campaign metadata, and human review into governed workflow automation.
- Architected Snowflake-based ICP targeting, global lead scoring, and Stage Zero Opportunity tracking to align Marketing, BDR, Sales, and comp planning.
- Led data governance and deliverability programs: removed 400,000+ records, cut database by 30%, saved ~\$80K on Marketo renewal, reduced bounce rate by 73%, and unsubscribes by 19%.

WebMechanix

Director, Marketing Ops

Nov 2020 - Mar 2023 | Columbia, MD

- Founded and managed a 3-person marketing ops practice; defined service strategy, team structure, pricing, and delivery model while growing project and retainer work.
- Owned HubSpot Platinum agency partnership and enterprise architecture across 50+ HubSpot instances, Marketo, Salesforce, Dynamics, Marketo Measure, 6Sense, Funnel.io, and Tableau.
- Led attribution, reporting, and data visualization strategy for enterprise clients, translating platform architecture into measurable revenue operations outcomes.

Perfect Sense

Sr. Manager, Marketing Ops

Jul 2019 - Oct 2020 | Reston, VA

- Administered Salesforce and integrated sales/marketing platforms while owning full Marketo demand gen strategy: promotions calendar, segmentation, nurture, reporting, testing, and optimization.
- Built ABM account tracking strategy with status and scoring fields powered by Leadfeeder and G2 intent signals; architected Salesforce dashboards for inbound and outbound ABM.

Endgame

Sr. Manager, Digital Marketing

Aug 2018 - Jun 2019 | Arlington, VA

- Developed company-wide target-account strategy and launched Terminus display, retargeting, and LinkedIn advertising by sales territory.
- Implemented Outreach and Drift for the BDR organization, including enablement, training, and ongoing sales execution support.

Logi Analytics

Manager, Marketing Ops

Feb 2017 - Jul 2018 | McLean, VA

- Managed Marketo/Salesforce stack, procurement, integrations, ABM/sales automation tools, and analytics infrastructure across Google Analytics, GTM, Outreach, EverString, Siftrock, and Terminus.
- Implemented GDPR opt-in policies via Marketo and OneTrust, aligning campaign execution with consent governance.

Clarabridge

Marketing Ops Specialist

Aug 2015 - Jan 2017 | Reston, VA

- Owned Marketo admin across lead scoring, campaign attribution, lead routing, and full-funnel performance reporting.
- Rebuilt email program end to end with HTML/CSS templates, segmentation, and testing framework, increasing email traffic by 300%.

WE Communications

Sr. Account Executive, Digital

Aug 2013 - Jul 2015 | Boston, MA

- Digital and measurement lead across health and financial clients; led AbbVie website and awareness work across content, measurement, and campaign execution.

Edelman Digital

Account Executive, Digital

Aug 2010 - Jul 2013 | Arlington, VA

- Led BlackBerry B2B content strategy, driving 140% audience growth; ran social listening, conversational analysis, and performance reporting for B2B, consumer, and B2G clients.

EDUCATION

University of Texas at Austin

B.S. Communication Studies, Corporate Communications

2006 - 2010