

Jason Keller

Marketing operations leader with 15+ years in B2B/SaaS, specializing in Marketo, HubSpot, and Salesforce

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Technology Expertise

Marketing Automation and CRM – Marketo (5X admin), Salesforce (2X admin), HubSpot (Platinum Agency Partner), plus familiarity with Microsoft Dynamics, Pardot, and Salesforce Marketing Cloud
Platform Experience – Outreach.io (2X admin), Salesloft (1X admin), Snowflake, Azure DevOps, Postman, BigQuery, Fivetran, PowerBI, Tableau, Demandbase, Postman, Marketo Measure (Bizible), OneTrust, Google Analytics, Google Tag Manager, Asana, Jira, Confluence, Glean
Development – Experience in SQL, Python, JS, CSS, HTML and leveraging LLMs for development

Ericsson

Sr. Manager, Marketing Automation & Operations
Mar 2023 – Present
Arlington, VA

Global Team Lead – Oversaw global campaign operations; implemented a stakeholder management structure and drove adoption of automated request process, resulting in a 14% decrease in delivery times
Data Governance – Led cross-functional initiatives in collaboration with Privacy, Sales Ops, Business Intelligence, Salesforce, and Finance on data privacy, retention, and governance

Application Development – Deployed an internal Python-based tool for campaign management that automated Marketo program creation, resulting in a 20% increase in campaign build efficiency

Agentic Integrations – Leveraged the Glean AI platform to develop agents for content and campaign creation use cases, including integrations with internal tools for end-to-end agentic campaign generation

Account Targeting – Architected a data strategy for account targeting that unified lead scoring, prospecting, and comp planning, which drove stronger alignment across marketing and sales execution

Scoring Model – Developed a global scoring model leveraging behavioral, firmographic, and demographic inputs to drive lead lifecycle management and align prioritization with account targeting strategies

HubSpot Partner Lead – Oversaw HubSpot Platinum agency partnership and functioned as SME including training, migrations, onboarding, and sales engineering that serviced 50+ instances of HubSpot

Solutions Architect – Attribution, reporting, and data visualization project lead for a variety of platforms including Marketo, Salesforce, Microsoft Dynamics, Marketo Measure, 6Sense, Funnel.io, and Tableau

Agency Growth – Founding member of marketing ops practice, defined objectives, team structure, services, and scaled project/retainer MRR, resulting in team expansion and increased client retention

Sales Operations – Salesforce platform admin and administered all integrated sales/marketing platforms

Account Based Marketing – Built account tracking strategy using status/scoring fields powered by intent signals from Leadfeeder and G2, architected Salesforce dashboards to inbound/outbound ABM strategies

Demand Generation – Owned email marketing strategy through Marketo, including the promotions calendar, segmentation, nurture strategy, HTML/CSS templates, reporting, testing, and optimization

Ideal Customer Profiles – Developed company-wide target regional account strategy and leveraged Terminus to serve display, retargeting, and LinkedIn ads to key target accounts in each sales territory

Sales Enablement – Implemented Outreach, and Drift, trained and supported BDR team

WebMechanix

Director, Marketing Operations
Nov 2020 – Mar 2023
Columbia, MD

Stack Management – Managed integrations, procurement/contracting, and administration of Marketo, Salesforce, Google Analytics, Google Tag Manager, Outreach, EverString, Siftrock, and Terminus

Compliance Management – Implemented GDPR opt-in policies via Marketo and OneTrust

Perfect Sense

Sr. Manager, Marketing Ops
Jul 2019 – Oct 2020
Reston, VA

Marketo Admin – Responsible for lead scoring, campaign attribution, lead routing, and full funnel reporting
Email Optimization – Built new HTML/CSS email templates for better mobile optimization, implemented audience segmentation strategy and testing framework that increased traffic by 300%

Endgame

Sr. Manager, Digital Marketing
Aug 2018 – Jun 2019
Arlington, VA

Digital SME – Lead for social, digital, and measurement projects across health and financial clients

Project Management – Project lead of website and campaign awareness program for AbbVie

Logi Analytics

Manager, Marketing Ops
Feb 2017 – Jul 2018
McLean, VA

Clarabridge

Marketing Ops Specialist
Aug 2015 – Jan 2017
Reston, VA

Waggener Edstrom

Sr. Account Executive
Aug 2013 – Jul 2015
Boston, MA

Edelman Digital

Account Executive
Aug 2010 – Jul 2013
Arlington, VA

B2B Social Strategy – Led content strategy for BlackBerry B2B resulting in 140% audience growth

Data Analysis – Social listening analysis for B2B, Consumer and B2G clients in Simply Measured & Radian6

Education

Aug 2006 – May 2010
Austin, TX

University of Texas at Austin

B.S. Communication Studies – Corporate Communications