

James Holm

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EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Master of Business Administration

Focus: Product strategy, data-driven decision making, and technology management

Los Angeles, CA
Ongoing

PURDUE UNIVERSITY

Bachelors of Science, Business Administration

Graduated With Distinction

West Lafayette, IN
3.91 GPA

EXPERIENCE

MX TECHNOLOGIES, INC. (FINTECH SAAS)

Marketing Operations Manager

- Designed and launched AI-powered internal tools (email QA agent, segmentation system) that improved campaign accuracy and user targeting, demonstrating PM-level ownership of problem discovery → solution delivery.
- Built customer-quality workflows and attribution systems used by Sales, CS, and Leadership, enhancing cross-functional visibility and informing product-direction decisions.
- Drove 20+ multi-channel launches and improved data health by 90%, enabling more reliable user insights and downstream product analytics.

Lehi, UT, USA
Aug. 2024 – Present

PATTERN, INC. (ECOMMERCE SAAS)

Marketing Operations Manager

- Led a company-wide transition from HubSpot to Marketo in 30 days, acting as the product owner for automation infrastructure and coordinating engineering, design, marketing, and sales stakeholders.
- Organized email and website marketing campaigns and strategy for 5 business units
- Rebuilt identity resolution, scoring, and routing systems to reduce processing time by 50% and improve contact-quality — a product-thinking exercise in efficiency, stability, and user experience.
- Improved data accuracy for 70% of the global database through structured system audits and refinement of business rules.

Lehi, UT, USA
Nov. 2023 – May 2024

ENTRATA, INC. (PROPTECH SAAS)

Lehi, UT, USA

Marketing Operations Manager

- Led a modernization initiative migrating the company's homegrown CRM/MAP to Salesforce + Marketo, translating ambiguous business requirements into technical workflows adopted across teams.
- Built reusable program templates that improved operational consistency and saved teams 4 hours weekly — a user-obsessed solution grounded in real workflow research.
- Designed scoring and routing logic reducing low-quality handoffs by 35%, directly improving sales productivity and lead experience.

Sept. 2022 - Nov. 2023

VERSURED (INSURETECH SAAS AND AGENCY INVESTMENT GROUP)

Product Manager, Salesforce

- Owned the development of a Salesforce-based Agency Management System, managing 3 developers, defining requirements, prioritizing sprint work, and shipping features used by sales and operations.
- Conducted market and user research to identify customer pain points and translate findings into four new product features launched within one quarter.
- Built and deployed email journeys in Marketing Cloud to improve onboarding clarity and decrease support requests.

Salt Lake City, UT, USA
Sept.. 2021 - Sept. 2022

LEADERSHIP & CERTIFICATIONS

- Former Co-Leader, [Salt Lake City Marketo User Group](#). 566 members, sponsored by Adobe
 - Certified Salesforce Administrator, Certified Adobe Marketo Engage Expert, Certified LeanData Advanced Administrator
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SERVICE & INTERESTS

- Two years of full-time volunteer service in California focused on disaster cleanup, community support, and team leadership.
- Interests: Marathon Running, Basketball, Golf, Dining, AI and Automation, Product Design, and Reading