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Marketing Operations

GTM Systems

Lifecycle Marketing

Revenue Analytics

SUMMARY: Marketing operations professional with 15 years of experience building the systems and processes that help revenue teams work more effectively. My background spans CRM architecture, lifecycle program design, workflow automation, and analytics. I tend to be the person who looks at how a team is operating, finds where things are breaking down, and builds something that actually fixes it. I have worked as the first operations hire at a startup and as part of larger cross-functional teams, and I am comfortable in both environments. After working independently with multiple organizations including regulated environments like healthcare, I am looking to bring what I have learned into a stable company where I can implement, iterate, and see things through over time.

Core Competencies:

- Marketing Operations and GTM Systems
- CRM Architecture and Administration
- Lifecycle and Retention Marketing
- Marketing Automation and Workflow Design
- Analytics, Dashboards and Reporting
- Funnel and Revenue Performance
- Process Design and Optimization
- Cross-Functional Alignment with Sales and RevOp

Professional Experience:

Direct & Digital Marketing Consultant, Remote, *Start-up & Mid-size organizations* 11/24 - Present

- Partner with leadership teams to improve marketing performance and operational impact by simplifying strategy, strengthening measurement, and aligning execution across teams.
- Conduct full-funnel performance reviews and automation audits to identify gaps in targeting, messaging, data structure, and workflow efficiency.
- Design dashboards and reporting frameworks that improve visibility into performance trends and guide prioritization for greater business impact.
- Simplify operational workflows and marketing automation processes to reduce manual coordination and improve execution consistency.
- Designed a compliance-focused approval workflow prototype within Microsoft 365 to improve decision traceability, document governance, and operational transparency in regulated environments.

Marketing Operations Manager, *Akuity, Start-up*

6/23 - 11/24

- First marketing operations hire, responsible for building GTM systems infrastructure, processes, and measurement frameworks from the ground up.
- Re-architected HubSpot CRM to establish GTM systems foundation — improving lead flow, lifecycle visibility, and Marketing-to-Sales coordination, contributing to a 20% increase in qualified pipeline.
- Supported paid and field marketing programs by ensuring consistent targeting, follow-up, and measurement.
- Built executive dashboards to surface funnel performance and guide decision-making.
- Designed automations that reduced manual effort, improved workflow consistency, and increased execution reliability.

Sr. Marketing Operations Manager, Bluebeam, *Mid-size organization* 03/21 - 01/23

- Supported global marketing teams during the company's transition to a SaaS business model.
- Partnered with RevOps, Sales Operations, and Data teams to improve process clarity, data reliability, and reporting consistency.
- Contributed to executive reporting that highlighted performance trends and supported strategic planning.
- Helped standardize operational practices to improve scalability and reduce cross-team friction.

Retention Marketing Manager, Legalzoom, *Mid-Large size organization* 06/19 - 03/21

- Managed CRM-driven engagement and retention programs focused on segmentation, testing, and customer behavior insights.
- Developed and launched a multi-step Welcome Series in partnership with Sales, improving onboarding clarity and early engagement.
- Led A/B and multivariate testing across messaging, creative, cadence, and targeting to improve performance.
- Executed campaigns hands-on, including segmentation, data pulls, QA, and deployment.
- Built Tableau dashboards to track engagement and retention metrics.
- Automated reporting using Python to improve efficiency and support ongoing optimization.

Customer Analytics Manager, Augusta, *e-commerce Mid-size organization* 04/08 - 09/16

- First analytics hire, responsible for building foundational customer and marketing analytics capabilities.
- Analyzed customer behavior to identify growth and retention opportunities.
- Built predictive models using Alteryx to improve targeting and segmentation, contributing to an approx. 20% lift in sales for key product lines.
- Developed dashboards in Google Analytics and Tableau to support data-driven marketing decisions.

Tools and Platforms:

- **CRM and Email:** HubSpot, Salesforce, Pardot, Salesforce Marketing Cloud, Bronto, Cordial, Mailchimp
- **Analytics and Reporting:** SQL, Tableau, Power BI, Looker Studio, Alteryx, Python (beginner)
- **Digital Analytics and Media:** Google Analytics, Google Tag Manager, Google Ads, LinkedIn Ads
- **GTM and Automation:** Zapier, Clay (beginner), ZoomInfo, 6Sense
- **Workflow and Operations:** Microsoft 365 (SharePoint, Lists, Teams), Monday.com, Airtable (beginner)
- **AI Tools:** Claude by Anthropic, used actively in workflow automation and day-to-day operations work

Education:

Masters of Arts in Psychology
Pepperdine University
Bachelor's in Business Administration

(Marketing)
California State University, Northridge