

KEVIN JOSEPH MARHEINE JR

GLOBAL MARKETING OPERATIONS, AUTOMATION, & TECHNOLOGY MANAGER AUBURN HILLS, MI, 48326 (248) 802-9420

◦ DETAILS ◦

3020 Bessie St
Auburn Hills, MI, 48326
(248) 802-9420
kevmarheine@gmail.com

◦ LINKS ◦

[Website](#)
[LinkedIn](#)
[Twitter \(aka X\)](#)

◦ SKILLS ◦

Marketing Operations
Marketing Automation Platforms (MAPs)
Customer Relationship Management (CRM) Systems
Digital Marketing
B2B Marketing
Startup Growth
SaaS Marketing
Demand Generation
Lead Generation
Customer Acquisition
Lead Scoring
Lead Routing
Customer Journey Mapping
Audience Segmentation
Account-Based Marketing (ABM)
Email Marketing
Privacy Laws & Regulations
Social Media
Search Engine Optimization (SEO)
Pay-Per-Click (PPC)
Google Ads
Website Management
Live Chat & Bots
Content Creation
Webinars
Copywriting
Editing
Graphic Design



PROFILE

A highly motivated and results-driven marketing professional with 14 years of experience who is unafraid of rolling up his sleeves to find solutions to complex challenges. Adept at leveraging the latest digital marketing tools, technologies, and trends to develop and optimize innovative campaigns, programs, and workflows that increase brand visibility, engage target audiences, and ultimately grow revenue.



EMPLOYMENT HISTORY

Global Marketing Operations Manager at pixitmedia, High Wycombe, UK (Remote)

February 2023 — October 2023

- Completed an 8-month contract with pixitmedia, where I helped build and optimize a robust technology stack for their marketing, sales, and revenue ops team.
- Coordinated and managed the project to redesign the pixitmedia website with an increased focus on customer success stories and enhanced visuals.
- Successfully collaborated as a key member of the tiger team, tasked with increasing the utilization of our CRM (Pipedrive), implementing a marketing automation platform (ActiveCampaign), and optimizing our workflows and processes supporting our sales pipeline and revenue operations.
- Managed all aspects of pixitmedia's digital marketing and content strategy, including our website (WordPress), email marketing (ActiveCampaign), and social media (Hootsuite) campaigns
- Supported the field marketing team by creating artwork, graphics, and other content for use at various tradeshows and events. I also collaborated with sales leadership and operations to ensure that the leads generated at the show were successfully imported into our CRM and distributed to the sales team.
- Maintained relationships with external agencies and third parties, including our web developer, Pipedrive consultant, video production company, marketing automation provider, and other marketing tech stack vendors.

Global Marketing Operations Manager at Kalray, Montbonnot, FR (Remote)

February 2023 — October 2023

- Completed an 8-month contract with Kalray, where I partnered closely with their CMO to evaluate the current state of their marketing technology stack and develop a vision and roadmap for improving and optimizing their processes, workflows, and systems.
- Developed and implemented a comprehensive data strategy that supports segmentation, personalization, and campaign effectiveness - across both prospects and customers.
- Created and documented processes and practices designed to ensure that data quality is maintained throughout the lead journey
- Collaborated cross-functionally with key stakeholders in marketing, sales, IT, and finance to understand and identify challenges and opportunities that impact the sales and marketing funnel and pipeline.
- Worked with Revenue Operations to develop reporting and analytics tools and cadences to keep stakeholders informed on performance, including attribution, spend, and pipeline reporting.

Marketing Ops & Demand Gen Manager at Pavilion, San Jose, CA (Remote)

January 2022 — October 2022

- Conceptualized, implemented, and optimized the marketing/sales funnel using industry best practices with a heavy emphasis on measurement and optimization.
- Planned and executed all digital marketing strategies and campaigns, including SEO, ABM, email marketing, social media, paid search, paid social, retargeting, and display advertising.

| | |
|--------------------------------|--|
| Podcasts | |
| Adobe Creative Suite | |
| Measurement | |
| Analysis | |
| Reporting | |
| KPIs | |
| ROI Tracking | |
| Metrics | |
| Google Analytics | |
| Database Maintenance & Hygiene | |
| Data Enrichment | |
| Intent Data | |
| Product Marketing | |
| Partner Marketing | |
| Channel Marketing | |
| Budget Management | |
| Vendor Management | |
| Market Development Fund (MDF) | |
| Field Marketing | |
| Event Marketing | |
| Sales Enablement | |
| Data-driven Decision Making | |
| Critical Thinking | |
| Problem Solving | |
| Creativity | |
| Teamwork | |
| Communication | |
| Leadership | |
| Project Management | |
| Time Management | |
| Multitasking | |
| Adaptability | |
| Attention to Detail | |
| Work Ethic | |
| Customer Service | |
| Microsoft Office | |
| ◦ LANGUAGES ◦ | |
| English | |
| German (Classroom) | |
| Spanish (Classroom) | |
| | <ul style="list-style-type: none"> Owned and managed the demand generation management process across multiple platforms – including TechTarget, Terminus, Marketo, Salesforce, and Zoominfo. Measured and presented the performance of all digital marketing campaigns to high-level leaders and executives. Collaborated with internal teams to create supporting marketing content, such as landing pages, webinars, and emails, while optimizing for user experience and conversions. Provided support to the company as the admin for our marketing automation platform (Marketo), CRM (Salesforce), and website (WordPress). |
| | Marketing Operations Specialist at Coretek, Farmington Hills, MI (Hybrid) July 2020 — November 2021 <ul style="list-style-type: none"> Owned and led the project to digitally transform the company's marketing strategy and processes (was hired to replace their then CMO), successfully turning it into one of their largest channels for generating opportunities and revenue. Built, maintained, and supported the entire marketing technology stack, including our marketing automation platform (Pardot & HubSpot) and the integration with our CRM (Salesforce). Partnered with sales leadership and operations to develop a lead scoring and routing system that optimized lead distribution for sales. Managed digital advertising and email marketing campaigns from end to end - workflows, segmentation, list management, A/B testing, reporting, and optimization. Worked closely with the partner account teams (Microsoft, Citrix, Arctic Wolf, NVIDIA, IGEL, etc.) to strengthen partnerships and go-to-market execution. Collaborated with the Coretek executive team and a third-party agency to define and establish brand guidelines. Coordinated and executed the project to migrate our marketing automation processes and integrations from Pardot to HubSpot. Managed vendor relationships related to our marketing tech stack; negotiated technology contracts, lowering the Total cost of ownership (TCO); managed the budgets and resources in alignment with agreed-upon business KPIs. |
| | Global Digital Marketing Manager at WorkForce Software, Livonia, MI (Hybrid) October 2015 — July 2020 <ul style="list-style-type: none"> Planned and executed all web, SEO, email marketing, content marketing, nurture, social media, and digital advertising strategies and campaigns in NA, EMEA, and APJ. Responsible for governing various marketing processes, including digital media planning and budgeting, campaign and lead management, marketing technology infrastructure, and data hygiene and compliance (including GDPR, CASL, CAN-SPAM, etc.) Built a world-class ABM program from the ground up, targeting key Enterprise accounts. Partnered with BDs and AEs to engage, nurture, and win the accounts. Established a rapidly repeatable revenue engine that maintained a 9x marketing pipeline and helped us achieve an ARR exceeding \$100MM. Managed the health of the database and lead management process, including segmentation, scoring, and alignment with sales goals. Monitored performance across MQLs, SQLs, conversion ratios, pipeline, content, channels, and campaigns. Continuously developed insights, made recommendations, and implemented optimizations to improve engagement and ultimately conversion of prospects. |
| | Director of Demand Generation (Interim) at WorkForce Software, Livonia, MI (Hybrid) May 2019 — August 2019 <p>I was the interim Director of Demand Generation for four months at WorkForce Software. During this time, I executed and managed our global (NA, EMEA, and APJ) digital advertising strategies, campaigns, and budgets from end to end. I was also responsible for our marketing technology roadmap during this time and led the project to transition our marketing automation platform (MAP) from Marketo to Pardot. This was a large,</p> |

cross-functional project that required me to work with IT, Sales, Finance, and Revenue Ops to ensure that Pardot integrated with our existing tech stack, including Salesforce.

Digital Marketing Account Manager at Blue Wheel Media, Troy, MI (On-Site)

February 2014 — October 2015

I was responsible for developing, implementing, tracking, and optimizing digital marketing campaigns for Blue Wheel and its B2B, B2C, and DTC clients across various digital channels, including SEO, PPC, and e-commerce marketplaces like Amazon. Using my knowledge and experience with marketing tools, strategies, and best practices, I successfully managed revenue-positive marketing programs and campaigns from concept to execution to analysis. I worked collaboratively with internal SMEs (subject matter experts) to craft and execute powerful content and social media strategies.

Content Marketing & SEO Project Manager at Oneupweb, Traverse City, MI (On-Site)

March 2013 — February 2014

My primary responsibility was writing and creating engaging content for websites, blogs, and social media profiles that would positively impact SEO. To accomplish this, I collaborated with other departments, such as web development, design, and video. I developed short-term and long-term content strategies by analyzing data. I also monitored, analyzed, and reported on web traffic performance. I then presented these findings and proposed strategies to clients and peers. I became proficient with search marketing tools and educated clients and colleagues about the latest search marketing trends.

Social Media Consultant at CATA, East Lansing, MI (On-Site)

August 2011 — May 2012

I joined Capital Area Transportation Authority (CATA) as a Social Media Consultant Intern and contributed to their mission of providing accessible, efficient, and sustainable transportation solutions to the greater Lansing area. I reported directly to the Director of Marketing and Customer Experience and collaborated with cross-functional teams to enhance CATA's online presence and engage with their audience effectively. My responsibilities included social media content creation, developing a social media strategy, monitoring and reporting on online community engagement, supporting campaigns, and research. I helped CATA connect with their community and tell the CATA story online.

Event Coordinator / Public Relations Specialist at The Old Town Poetry Society, Lansing, MI (On-Site)

August 2011 — December 2011

In this dual role, I was responsible for planning, coordinating, executing, and emceeing various poetry-related events, as well as managing the Old Town Poetry Society's public relations and social media efforts. My key responsibilities on the event coordination side included event planning, venue and vendor coordination, program development, promotion, budget management, and serving as the master of ceremonies for the various events. My responsibilities on the public relations side included managing relationships with local media outlets and journalists, content creation, social media management, community engagement, and brand management.



EDUCATION

Bachelor of Arts, Michigan State University

January 2008 — December 2012



CERTIFICATIONS

HubSpot Marketing Software Certified

Salesforce Certified Pardot Specialist

Cardinal Path AdWords Certification

Google Ads Certified