

Daniel Vassily | Marketing Operations Manager

(617) 750-6534 | daniel@vassily.net | linkedin.com/in/daniel-vassily | Salem, MA

SUMMARY

Strategic and results-oriented Marketing Operations Specialist with 15+ years of expertise in driving lead generation, optimizing marketing automation platforms, and enhancing revenue growth. Adept at leveraging tools like Adobe Engage (Marketo), Salesforce Marketing Cloud (Pardot), and HubSpot to deliver data-driven campaigns that achieve a 20%+ conversion increase. Known for cross-functional collaboration, advanced analytics, and providing actionable insights to improve business outcomes. Passionate about email marketing, process optimization, and fostering customer-centric strategies that boost engagement and retention.

CORE COMPETENCIES

- **Marketing Automation Tools:** Adobe Engage (Marketo), Salesforce Marketing Cloud (Pardot), HubSpot Marketing Hub, Blaze, Knak
- **Campaign Execution:** Lead Segmentation, ABM Campaigns, Dynamic Content, Lead Scoring, A/B Testing
- **Data Analytics & Insights:** SFDC Dashboards, Adobe Analytics, GA4, Martech Stack Optimization
- **Compliance & Governance:** GDPR, CAN-SPAM, Opt-in/Opt-out Management, Data Privacy
- **Team Leadership & Collaboration:** Global Team Enablement, Stakeholder Management, Cross-functional Training

PROFESSIONAL EXPERIENCE

ARCOS LLC – Columbus, OH

Marketing Automation Manager (2022 – 2024)

- Increased lead-to-opportunity conversion rates by 20% through ABM lead nurturing and strategic content personalization.
- Enhanced email deliverability from 77% to 97% by implementing rigorous database hygiene and automating inactive record management.
- Increased MQL-to-SQL conversion rates by 17% through developing and implementing a demographic scoring model, enabling more precise lead targeting and optimized campaign workflows via dynamic segmentation.
- Partnered with the Web Team to achieve a 20% rise in asset downloads by optimizing targeting and incorporating dynamic content.
- Designed and implemented chatbot dialogues, increasing known user conversions by 20% week-over-week.

TIBCO Software Inc. – Palo Alto, CA

Associate Marketing Operations Manager (2020 – 2022)

- Achieved a 95% email deliverability rate and increased click-to-open rates by 100% through data-informed segmentation strategies and rigorous A/B testing of subject lines and email content, leading to measurable improvements in engagement.

Sr. Marketing Operations Specialist (2014 – 2020)

- Directed end-to-end NPS program operations, increasing response rates by 15% and elevating the company's Net Promoter Score from "favorable" to "excellent" through data-driven retention campaigns and actionable insights delivered to executive leadership.
- Led the integration of acquired companies' marketing automation platforms—including Pardot, HubSpot Marketing Hub, and Eloqua—into the central Marketo Engage system, ensuring seamless data migration, platform alignment, and campaign continuity.

Marketing Operations Specialist (2007 – 2014)

- Member of a global team that operated 24/7/365, working with globally distributed Product Managers and Customer Success Managers, improving overall interdepartmental communications and campaign execution efficiency.
- Architected and executed the unification of five disparate Marketo Engage instances into a centralized platform, streamlining cross-regional operations, eliminating redundancies, and enabling standardized global campaign orchestration.
- Developed and implemented advanced responsive email and landing page templates for the TIBCO Spotfire division, leading to a 40% increase in overall email campaign performance.

CURRENT CERTIFICATIONS

- **HubSpot Social Media Certification** (September 2025)
- **HubSpot Marketing Hub Software Certified:** (January 2025)
- **IBM SkillsBuild: AI Fundamentals** (November 2024)
- **HubSpot Inbound Certification** (October 2024)
- **Adobe Certified Expert: Marketo Engage Business Practitioner** (September 2024)
- **Salesforce for Marketers** (September 2024)
- **Google Analytics 4 (GA4) Essential Training** (July 2024)

EDUCATION

Mt. Ida College – Communications