

Daniel Vassily

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MARKETING OPERATIONS | HUBSPOT | MARKETO | SALESFORCE

Summary

Marketing operations specialist with extensive experience in campaign execution, email marketing, marketing automation, and global platform consolidation. Adobe Certified Expert in Marketo Engage and HubSpot Marketing Hub Software Certified. Led the unification of five Marketo instances and nine Salesforce orgs and supported acquired-company migrations involving HubSpot, Pardot, and Eloqua. Brings hands-on experience in segmentation, A/B testing, lead scoring, lifecycle management, and data hygiene, with strong cross-functional collaboration.

Core Skills

Campaign operations • Email marketing • Segmentation • Dynamic content and personalization • A/B testing • Lead scoring • Lifecycle management • Database hygiene • Data enrichment • Platform migration • Workflow optimization • Attribution models • Salesforce dashboards and reporting • Cross-functional enablement

Experience

RevolutionParts | Lifecycle Marketing Automation Specialist | 2025 - 2026

- Managed email marketing operations across Demand Generation, Customer Success, and Product Marketing, supporting cross-functional campaign execution.
- Created modular Marketo email templates for scalable, on-brand communications across multiple regions.
- Optimized database hygiene and marketing automation processes to improve data accuracy, audience segmentation, and campaign engagement.

ARCOS LLC | Marketing Automation Specialist | 2022 - 2024

- Led marketing automation and account-based marketing (ABM) initiatives that exceeded campaign performance expectations.
- Developed demographic and behavioral lead scoring models to strengthen sales and marketing alignment.
- Improved data accuracy and engagement through database hygiene and automation workflow enhancements.
- Partnered with Web and Content teams to improve asset engagement and conversion; designed chatbot experiences supporting campaign goals.

TIBCO Software Inc. | Senior Marketing Operations Lead Specialist | 2007 - 2022

- Unified five global Marketo Engage instances and nine Salesforce orgs in the BOSS system alignment project, supporting system efficiency and cross-functional collaboration.
- Supported data migrations from acquired companies using HubSpot, Pardot, and Eloqua, maintaining platform continuity through marketing technology consolidation.
- Built modular Marketo email and landing page templates to scale on-brand campaign production across regions.
- Refined global audience segmentation and testing strategies to improve engagement; partnered with international teams to deliver consistent campaigns.
- Oversaw Net Promoter Score (NPS) program operations, contributing to improved customer sentiment.

Certifications and Training

Adobe Certified Expert: Marketo Engage Business Practitioner | Issued Sep 2026

HubSpot Marketing Hub Software Certified | Issued Jan 2025

HubSpot Inbound Certification | Oct 2024 • HubSpot Social Media Certification | Sep 2025

Salesforce for Marketers | Sep 2024 • Google Analytics 4 Essential Training | Jul 2024