

Shannon Robinson

Operations & Digital Marketing Leader

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Marketing Operations Leader with 10+ years of experience driving operational excellence, process improvement, and cross-functional collaboration. Proven ability to deliver actionable insights, manage complex projects, and optimize digital marketing strategies to enhance efficiency, scalability, and revenue. Skilled in aligning global teams, managing budgets, and leveraging data-driven decision-making.

Key Achievements

- 30% increase in user engagement from global B2B platform relaunch.
- Generated \$20M+ in revenue from major program launches.
- Improved lead acquisition processes, increasing segmentation by 15-20%.
- Led executive-level reporting initiatives, improving forecasting and decision-making.

Professional Experience

Senior Digital Marketing Operations Manager

Goldstar | San Diego, CA (Remote)

October 2022 – Present

I lead strategy for digital marketing and operations, guiding a team of subject matter experts across email marketing, marketing automation, website optimization, analytics, and UX/UI design to deliver measurable growth and exceptional user experiences. My role centers on building clear, scalable strategies while empowering my team to implement with precision and creativity.

- Led the relaunch of a global B2B e-commerce platform, driving a 30% increase in user engagement and 25% improvement in user experience.
- Developed operational frameworks that improved team efficiency, resulting in a 20% increase in lead quality.
- Enhanced performance reporting through Google Analytics and Looker, improving forecasting accuracy.
- Spearheaded cross-functional teams to optimize audience segmentation, boosting customer engagement by 30%.

Digital Marketing Operations Manager (SaaS)

SupraOracles | San Diego, CA (Remote)

January 2022 – October 2022

- Led email strategy initiatives, improving email engagement by 15% and CTR by 10%.
- Optimized HubSpot marketing automation, increasing lead acquisition efficiency by 20%.
- Streamlined data quality processes, reducing errors by 30% and improving segmentation accuracy.

Director of Marketing Operations

Darren Hardy, LLC | San Diego, CA (Remote)

April 2020 – January 2022

- Launched two major programs, enrolling over 12K members and generating \$20M+ in revenue.
- Managed multi-touch campaigns in HubSpot, improving user engagement and campaign performance.
- Optimized the marketing technology stack, achieving a 30% increase in process efficiency.

Digital Marketing Manager (SaaS)

Hookit | San Diego, CA

December 2018 – March 2020

- Increased organic traffic by 25% and website conversions by 15%.
- Customized landing pages and workflows in HubSpot, driving a 40% increase in lead capture.
- Improved lead nurturing programs, achieving a 20% increase in MQLs and 15% higher conversion rates.

SEO Department Manager

Ceatus Media Group | San Diego, CA

August 2016 – September 2018

- Led SEO initiatives, resulting in a 20-45% increase in organic traffic for clients.
- Managed SEO, CRO, and PPC projects, delivering a 15% higher search ranking and 20% increase in CTR.
- Collaborated with cross-functional teams to improve project efficiency and client satisfaction.

Education

Bachelor of Science in Marketing, Business

University of Phoenix | San Diego, CA

Key Skills

- **Marketing Platforms:** HubSpot, Pardot, Salesforce, HotJar, Canva
- **Analytics & Reporting:** Google Analytics, Looker Data Studio, Excel
- **AI & Automation Tools:** ChatGPT, MidJourney
- **PPC:** Google Ads, Facebook Ads, LinkedIn Campaign Manager
- **Project Management:** Asana, Jira, Slack
- **SEO & Social Media:** SEMRush, Ahrefs, Sprout Social