





GREG HEINDEL

Marketing Operations & Technology Specialist

+1 904 673 4017 
Jacksonville, Florida 
gregory.heindel@gmail.com 
[LinkedIn](#) | gregheindel.me 

SUMMARY

Marketing operations leader with 10+ years of experience leading global cross-functional teams to optimize marketing automation, strengthen data infrastructure, and orchestrate multi-channel engagement strategies. Deep expertise in marketing technology platforms (Salesforce Marketing Cloud, HubSpot, etc.) with a proven ability to integrate disparate systems, automate workflows, and enhance the marketing technology stack. Adept at lead scoring, data-driven campaign execution, and performance analytics to align marketing initiatives with revenue and growth objectives. Demonstrated success in centralizing operations, eliminating redundant systems, and boosting efficiency across cross-functional environments while serving as a trusted internal consultant on marketing technology.

PROFESSIONAL EXPERIENCE

Manager of Marketing Operations at MPOWER Financing

(Remote) | April 2022 – Feb 2025

- **Marketing Automation & Journey Optimization:** Configured and optimized complex multi-channel customer journeys across various marketing automation platforms (including Salesforce Marketing Cloud), ensuring robust contact management, dynamic segmentation, and compliance with global privacy regulations.
- **Technology Integration & Personalization:** Provided hands-on support for front-end personalization initiatives and collaborated with IT to integrate marketing systems with third-party tools (e.g., Tableau, GA4) for enhanced analytics and reporting.
- **Stakeholder Management & Governance:** Acted as an internal consultant, partnering with executive sponsors, marketing, product, and technology teams to define program roadmaps and establish KPIs. Facilitated regular product governance forums to improve project alignment and accelerate delivery timelines.
- **Operational Efficiency & Data Integration:** Developed automated reporting solutions using Tableau, reducing manual data processing by 30%. Centralized operations and eliminated redundant systems, achieving a 17% reduction in operational costs while streamlining workflows.
- **Agile Leadership:** Directed global cross-functional teams using Agile methodologies, managing multiple workstreams and strategic sprint planning to meet evolving business priorities. Championed an Agile culture to adapt quickly to change and drive continuous improvement.

Marketing Operations Manager at Envisage International

Florida, USA | January 2018 – April 2022

- **Campaign & Journey Management:** Led an in-house team to plan, launch, and maintain targeted email marketing campaigns and automated customer journeys across multiple higher-education brands, utilizing Salesforce Marketing Cloud and other email marketing platforms.

- **Process Transformation:** Implemented Agile practices (using Jira) to overhaul campaign operations, improving transparency and accountability. This process revamp led to a 15% improvement in campaign execution timelines.
- **Technology Deployment & Consulting:** Spearheaded the development of an in-house ad server to streamline partner onboarding and optimize CPM. Provided ongoing marketing technology consulting to company leadership, driving measurable improvements in operational efficiency and ROI.
- **Data-Driven Optimization:** Collaborated with marketing and analytics teams on comprehensive data analysis, visualization, and reporting initiatives. These efforts refined marketing tactics and significantly **boosted customer engagement** across email and web channels.

CERTIFICATIONS & EDUCATION

- **B.S. in Business Communication**, Florida State College at Jacksonville
- **Marketing Cloud Certifications:** Email Specialist, Administrator, Developer

CORE SKILLS

- **Email Marketing & Campaign Management:** Full-cycle planning and execution of targeted email campaigns, including content creation, dynamic personalization, A/B testing, and performance optimization.
- **Marketing Automation Expertise:** Advanced journey building and automation workflow design, business rule implementation, data architecture management, contact data hygiene, and support for front-end personalization across platforms.
- **Quality Assurance & Template Development:** Implementation of approval processes, content QA protocols, and template standards to ensure error-free outputs and adherence to best practices.
- **Agile Project & Change Management:** Strategic sprint planning, workstream coordination, and effective change management within cross-functional teams to adapt to evolving priorities.
- **Technical Proficiency:** SQL, AMPscript, SSJS, HTML/CSS, PHP, REST & SOAP APIs, and related scripting for marketing automation.
- **Data & Analytics Integration:** Automated reporting and segmentation, funnel analysis, and performance dashboards using tools like Tableau and Google Analytics 4 (GA4) to drive insight-driven decisions.
- **Marketing Platforms:** Hands-on experience with Salesforce Marketing Cloud, Salesforce Sales Cloud, HubSpot, Mailchimp, Critical Impact, and Constant Contact.

LEADERSHIP & MINDSET

- **Data-Driven:** Leverages actionable insights and analytics to drive strategic decision-making.
- **Innovative & Bold:** Embraces new technologies and creative strategies to continuously improve marketing operations and customer experiences.
- **Inclusive & Collaborative:** Fosters a culture of integrity, teamwork, knowledge-sharing, and continuous improvement across all levels of the organization.
- **Agile & Consultative:** Adopts a consultative leadership approach in managing complex programs and mentoring teams, effectively engaging diverse stakeholders to achieve shared business goals.