

## Katherine (Kate) Khoury

### Technical, Data-Driven Marketing & Revenue Operations Leader

Marketing operations professional with 15 years of experience in change management and cross-functional collaboration to bridge gaps, eliminate inefficiencies, and establish streamlined, automated processes for the highest quality and return on investment. With a passion for AI, I rely on data-driven strategies and machine learning to meet business objectives. I have proven expertise in A/B testing, AI integrations, data analysis and dashboards, marketing technologies, and revenue operations.

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**Skills/Qualifications:** Marketing operations and technology, data analytics, strategic insights, and project management. Expertise in generative and agentic AI to streamline manual processes, provide analytical, predictive insights and visualizations with Power BI and web analytics, automation, and database management. Adept in resource allocation, growth marketing, full-funnel tactics, customer journey and persona mapping, segmentation, lead scoring, and developing metric-based performance strategies for B2B, B2C, and ABM.

**Programming Languages:** Python, SQL, Rest APIs, JSON, JavaScript, HTML/CSS

**Technologies:** Marketo, HubSpot, Salesforce (CRM Databases), SalesLoft, Google Data Studio, Domo, Power BI; Jira, Asana, Trello, Smartsheet, Confluence, Azure DevOps; Adobe Creative Suite (Photoshop, InDesign), Figma; Outreach.io, ZoomInfo, 6Sense; Generative AI, Agentic AI, Power Automate; HotJar, SEMrush, MOZ, WordPress, Shopify, VWO

**Certifications:** Google Analytics (GA4) · Google UX Design · ChatGPT Prompt Engineering · Business Analysis & Process Management · HubSpot (SEO, Inbound, CRM, Digital Marketing) · Digital Dexterity · Google Advanced Data Analytics

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#### BETTERLIFE INSURANCE

Madison, WI

#### **Marketing Operations Contractor**

May 2025 – current

- Serve as the HubSpot/Salesforce SME, managing databases and technology for Marketing, Member Services, and Sales teams, including reports and dashboards, automation, workflow development and optimization, and best practices. Guide tech usage optimization and operational roadmaps.
- Implement new HubSpot and Salesforce features, including HubSpot Sales Hub, lead routing, scoring, and tracking. Increased MQLs by 45% and marketing-to-sales conversion rates by 25%.
- Oversee the health and integrity of the CRM and email databases by implementing hygiene practices and training.
- Develop and maintain data and campaign processes, documentation, and reporting for key stakeholders, including reporting cadence, BI dashboards and technology integrations. Built real-time data dashboards in HubSpot and Power BI, conducting advanced data analysis that enabled leadership to identify growth opportunities, re-allocate resources, and boost marketing campaign performance by 30%.
- Lead project management including the deployment of a lead routing and sales pipeline process, ensuring teams are aligned and compliant with best practices.

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#### SAIC (Science Applications International Corporation, Inc.)

Reston, VA

#### **Marketing Analytics and Operations Manager**

September 2024 – April 2025

- Develop foundational, strategic marketing operations for team alignment - optimizing processes, technology, and metrics to ensure that marketing strategies align with business objectives. Design project management processes, digital asset management, campaign tracking, collaboration practices, SLAs, metrics and reporting.
- Identify, analyze, and present KPIs and OKRs for executive reports. Collect, analyze, and visualize campaign performance and channel data, providing insights and recommendations for optimizations, increased ROI, and enhanced strategic plans. Build BI dashboards for real-time, on-demand insights into marketing impact.
- Ensure close coordination, spearheading cross-functional collaboration to align strategic initiatives including content campaigns, ABM, inbound, paid media and social media strategies and performance, business development tactics, and sales enablement.
- Act as strategic advisor, providing feedback loops for expert digital enhancements and marketing technologies.
- Lead new project deployments, managing stakeholder communications and delivering results that exceed expectations within timeline and budget constraints.

## Senior Manager - Marketing Operations & Web Strategy

June 2021 – June 2024

- Serve as SME for marketing tech stack including HubSpot, Microsoft Dynamics CRM, WordPress and Sitefinity websites, lead acquisition and merchandising tools, conversion rate optimization, data tracking, and funnel development.
- Identify inefficiencies and business-critical improvements while offering viable, scalable, and effective solutions.
- Overhaul marketing database hygiene processes, improving email deliverability rates by 34% and increasing pipeline velocity by 22%.
- Gather and analyze key metrics for robust data analyses and regular performance reports, providing strategic insights and recommendations to drive growth and enhance marketing efforts.
- Build seamless, world-class, end-to-end UX and digital experiences that increased web conversions by 28%.
- Construct and deploy multi-touch attribution models, providing a 360-degree view of contacts, funnel activities, sales pipeline, and optimizing marketing resource allocation and initiatives.
- Oversee marketing software training and user adoption, establishing ongoing governance and adherence to standards. Develop company-wide Standard Operating Procedures (SOPs), championing adherence to best practices.
- Uncover new growth and conversion strategies and design reporting rigor for all corporate channels based on a customized, data-driven framework.
- Design and implement technical SEO strategies including training, prioritization, project roadmaps, and key resources.

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## CANNON INSTRUMENT COMPANY

State College, PA

### Marketing Operations Manager

May 2017 – June 2021

- Manage Salesforce CRM, ensuring data hygiene, and build SalesLoft cadences to meet marketing and sales goals while reporting accurate pipeline data, lead scoring, routing, and tracking. **Increased pipeline efficiency by 36%.**
- Develop and grow email marketing initiatives and automation strategies including lead nurture, sunsetting, and upsell campaigns. Provide ongoing training, assistance and oversight to teammates.
- Manage Cannon's digital presence, A/B testing strategies to improve SEO, customer journey and UX performance.
- Analyze and interpret marketing analytics, finding insights to improve KPIs, affiliate marketing campaigns, and sales results, creating data reports and dashboards.
- Serve as Graphic Designer for digital and print marketing, e-commerce channels, technical and partner needs, and email marketing using Adobe Photoshop, InDesign, and Microsoft Word.
- Write, edit, design, and publish marketing materials to support campaign and sales efforts including case studies, brochures, and tradeshow collateral. Provide technical documentation including product manuals, articles, brochures, and service bulletins.

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## CENTRAL PA CONVENTION & VISITORS BUREAU

State College, PA

### Creative Design & Technology Manager

April 2014 – May 2017

- Maintain CRM database, ensuring pipeline tracking and lead routing. Provide data analysis reports and dashboards, with strategic insights into sales, marketing, pipeline and funnel action.
- Design and execute email marketing strategies, creating email templates and focusing on segmentation, reporting, and best practices.
- Manage company websites and social media channels. Create content and graphics, designing marketing and sales collateral including brochures, flyers, and web pages.

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## AFFINITY CONNECTIONS

State College, PA

### Content Manager/Account Manager

April 2013 - April 2014

- Manage 120 client websites. Create and edit content for websites, print publications and social media sites. Craft email and direct mail newsletters with meaningful messaging for fundraising with target audiences.
- Create project outlines, oversee production process, manage tactics and team members within time, budget constraints.
- Collaborate with clients and team members to ensure all campaigns are on brand and messaging is consistent with organizational goals and beliefs.