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Katherine (Kate) Khoury
Marketing Operations, RevOps & MarTech Strategy Leader

Efficiency enthusiast with 15 years of experience architecting scalable marketing systems, automation frameworks, and BI dashboards across B2B, B2C, and ABM models. Expertise in CRM databases, lifecycle automation, attribution modeling, and GTM alignment. Skilled at integrating MarTech ecosystems (HubSpot, Salesforce, Marketo, AI integrations), driving data integrity, and delivering actionable insights that accelerate pipeline velocity and ROI. Proven success leading cross-functional teams through digital transformation, data governance, and AI-driven marketing automation initiatives.

CORE COMPETENCIES: Marketing Operations · Revenue Operations · Marketing Automation · CRM Databases · Lifecycle Marketing · Data Analytics · GTM Strategy · Demand Generation · Lead Scoring & Attribution Modeling · Conversion Rate Optimization · BI Dashboards · AI & Predictive Analytics · Data Governance · A/B Testing · Change Management

TECHNOLOGIES: HubSpot, Marketo, Salesforce, Microsoft Dynamics CRM · 6sense, ZoomInfo, Salesloft · Domo, Power BI, Google Analytics, Google Tag Manager, Looker Studio, Python, SQL, REST APIs, HTML, CSS, Power Automate, Excel · WordPress, Shopify, Sitefinity · Adobe Creative Suite, Figma · Jira, Smartsheet, Azure DevOps · Generative AI, Agentic AI, Claude, Jasper, ChatGPT · Ecommerce tools, web analytics, HotJar, Moz, ScreamingFrog, VWO

CERTIFICATIONS: Google Analytics · Google UX Design · AI Prompt Engineering · Business Analysis & Process Management · HubSpot (SEO, Inbound, CRM, Digital Marketing, Sales) · Google Advanced Data Analytics · Advanced Microsoft Power BI

BETTERLIFE INSURANCE   Madison, WI
Marketing Operations –– 6-month Contract   May 2025 – October 2025

- Integrate HubSpot, Salesforce, and proprietary technologies into a single source of truth for full-funnel transparency, accurate ROI, and 360-degree view of user behavior and enhancement opportunities. Streamline tech integrations to reduce technical debt.
- Set up and deploy HubSpot Sales Hub—design pipeline, map activities, assign roles, map and sync data points and attribution, train sales team, build key resources for reference and learning, and ensure ongoing alignment between marketing and sales teams for continued forward momentum by leading cross-functional collaboration.
- Develop an automated marketing-to-sales lead pipeline alongside the HubSpot-Salesforce integration, thus improving response time from days to under an hour, and increasing MQLs by 45% and total conversion rates by 25% in 4 months.
- Manage database hygiene for Marketing, Member Services, and Sales teams, providing reports and dashboards, enabling AI integrations, automations, and workflow development. Train users in best practices and optimizing tech usage.
- Lead cross-departmental collaboration to deploy new features including HubSpot Sales Hub, automated lead routing, multi-touch attribution models, campaign activation plans, and segmentation strategies--ensuring teams are aligned and data is pristine.
- Identify core metrics for KPI-based performance reports, develop reporting cadence and BI dashboards. Build 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%.
- Design and deploy lead scoring models and scalable growth infrastructure for marketing funnel and sales pipeline.

SAIC (Science Applications International Corporation, Inc.)   Reston, VA
Marketing Analytics and Operations Manager   September 2024 – April 2025

- Develop core, strategic operations for marketing team alignment. Design processes for project management, digital asset management, workflows, campaign launches, collaboration practices, SLAs, and metrics and reporting. Provide respective training and documentation.
- Identify, analyze, and present KPIs and OKRs in executive reports. Build BI dashboards for real-time, on-demand insights into marketing impact and recommendations for optimizations, increased ROI, and enhanced strategic plans.
- Conduct website personalization project by identifying and segmenting core audiences, analyzing user behavior, designing and deploying unique buyer journeys based on personas, customers, and TAL. Increased website engagement by 38% in 3 months.
- Lead new project deployments and spearhead cross-functional collaboration to align strategic initiatives including content campaigns, ABM, inbound, paid media and social media strategies and performance with business development tactics, and sales enablement.
- Act as strategic advisor, providing feedback loops for expert digital enhancements and marketing technologies.

KNOWFULLY LEARNING GROUP   Radnor, PA
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 analysis, 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%. Increased MQLs by 45% and total conversions by 25%, contributing to $2.4M in pipeline growth in 6 months.
- 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. Provide KPIs and OKRs in BI Dashboards to executives and stakeholders.
- Build seamless, world-class, end-to-end digital experiences that increased web conversions by 28%.
- Construct and deploy data-based multi-touch attribution models, providing a robust view of customers, leads, funnel activities, sales pipeline, and optimize marketing resources to enhance 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 cadence for all corporate channels based on a customized, data-driven KPI-based framework.
- Design and implement technical SEO strategies including monitoring, entering schema, training teams, developing and providing project plans and other crucial resources.

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, oversee A/B testing strategies to improve email and web performance.
- Analyze and interpret marketing analytics, finding actionable insights for marketing campaigns and sales results. Create, share, present 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.

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.

EDUCATION: **THE PENNSYLVANIA STATE UNIVERSITY** | University Park, Pennsylvania – December 2008
B.A. in **Public Relations**, *minor in* **Computer Science** (GPA: **3.8**)