

KATHERINE KHOURY

State College, PA, US | 814.441.3429 | katek42@gmail.com | in/katherine-khoury | kkhoury.com

MARKETING OPERATIONS · DATA & BI · REVENUE OPERATIONS · WEB & UX

Solutions-oriented technical marketing and analytics leader with over 15 years of bringing clarity and efficiency by building and optimizing the technology frameworks, web experiences, and data strategies that enable scalable growth and informed decisions. Dedicated to reliable marketing intelligence, AI-enhanced automation, BI dashboards, and ensuring cross-functional alignment on shared objectives. Dynamic and agile operations and data expert.

CORE COMPETENCIES

BI Dashboards | Demand Generation | Attribution Models | Predictive Analytics | Forecasting | Funnel Analysis | Segmentation | Data Hygiene | CRM Databases | Taxonomy | Revenue Operations | Marketing Operations | MarTech Architecture | Data Privacy Compliance | Agile Project Management | Data Strategy & Governance | Change Management | Cross-Functional Leadership | Automation & AI | Team Development | GTM Strategies

TECHNICAL SKILLS

DATA: Microsoft Power BI | SQL | DAX | Azure SSMS | Excel | Looker Studio | Domo | ETL/ELT | Python | Star-Schema Data Models | Pardot | UTM | GA4 | Google Tag Manager | Google Ads

AUTOMATION/CRM: HubSpot | Salesforce | Microsoft Dynamics CRM | Pardot | Marketo | Brevo | Zoho | Salesloft | Apollo | Clay | Braze | ZoomInfo | Smartlead | 6Sense | Jira | Confluence | Smartsheet | Azure DevOps | SharePoint | Agentic AI | Generative AI | Zapier | Notion | SendGrid

WEB/UX: WordPress | Sitefinity | Hotjar | VWO | Optimizely | ScreamingFrog | Moz | Figma | Adobe Creative Cloud (Photoshop, InDesign) | HTML/CSS | JSON | SEO/AEO/GEO | Technical SEO | Schema Markup | Integrations + Rest APIs | PHP

PROFESSIONAL EXPERIENCE

DIRECTOR, DATA & REVENUE OPERATIONS

09/2025 - present

MARKETFORCE CORPORATION

Orlando, FL (remote)

Manage Sales team and Data/Product team; align organization around shared metrics, revenue goals, and operational priorities while leading Web Strategy, Revenue Operations, Business Intelligence, Data Strategy, Client Success, and GTM Technology. Create revenue dashboards and performance narratives that visualize the data story and unearth key insights. Design and govern performance measurement frameworks, campaign taxonomy, UTM, reports, QA processes, SOPs, and data governance standards.

- **Increased revenue 27%** by fine-tuning GTM strategies and execution, omnichannel campaign operations, attribution reporting, sales pipeline visibility, cross-functional operating discipline, diversifying revenue channels, and growing inbound strategy.
- **Directed and deployed end-to-end corporate rebranding and website transformation** for national B2B Data, SaaS and Marketing company - conducted competitive research, user analysis. Used AI agents, Azure SSMS, VS Code.
- Developed a centralized reporting infrastructure, enabling data-driven decisions and a **single source of truth** for revenue and business intelligence with Power BI dashboards.

MARKETING OPERATIONS CONSULTANT (6-MONTH CONTRACT)

3/2025 – 9/2025

BETTERLIFE INSURANCE

Madison, WI (remote)

Established the technical foundation, processes, and reporting structure for enhanced marketing and sales teams. Managed marketing technology, led cross-functional collaboration, developed scalable, comprehensive business processes, documentation and SOPs, and guided change management.

- **Deployed HubSpot CRM & Sales Hub with Salesforce integration, end to end**, defining and aligning teams on SLAs, pipeline, attribution, reports, dashboards, role/access logic, integration field mapping, best practices, database hygiene, segmentation, and lead-scoring frameworks. Provided training, user adoption, and support.
- **Decreased speed-to-lead time from days to under one hour, boosted MQLs by 45% and SQLs by 25%** using automated lead routing procedures, HubSpot-Salesforce integration logic, and lead generation strategies.
- Offered a 360-degree view of the customer journey and analyzed/enhanced marketing and sales funnels by developing and launching full funnel lifecycle operations, attribution and tracking, and data report.
- **Secured a 30% marketing budget increase** by building HubSpot and Power BI dashboards surfacing growth opportunities, solutions to operational gaps, and channel and campaign performance and insights.

MARKETING ANALYTICS & OPERATIONS MANAGER
SAIC

6/2024 – 4/2025
Reston, VA (remote)

Devised ABM marketing operations and data reporting strategies across campaign intake, project management, digital asset management, workflow governance, and project delivery standards within an Agile framework. Partnered with CMO to build marketing reporting dashboards and organized team around OKRs and SLAs.

- **Improved web engagement 38% in three months** by designing and executing website personalization and audience segmentation funnels.
- Created Power BI dashboards that provided visibility into campaign and channel performance, marketing ROI, resource allocation, and optimization opportunities.
- Launched centralized OKRs in Azure DevOps to organize, guide sales/marketing teams with shared goals and strategies.

SENIOR MANAGER, MARKETING OPERATIONS & WEB STRATEGY
KNOWFULLY LEARNING GROUP

6/2021 – 6/2024
Radnor, PA (remote)

Oversaw international development team, technical stack, reporting, and conversion rate optimization as a shared service for three verticals and 16 education-based SaaS business units. Managed WordPress, Sitefinity, HubSpot, Microsoft Dynamics CRM, analytics and dashboards, A/B testing, and funnel enhancements.

- **Increased web conversions by 28%** with enhanced user journeys, A/B testing, and redesigned digital experiences.
- Tracked **\$2.4M in pipeline growth** with multi-touch attribution models,
- **Grew email engagement 34%** with full-funnel email and SMS automation, employing persona targeting, personalization, and segmentation; overhauled database hygiene with enhanced governance and accessibility, increasing deliverability and inbox placement.
- Managed documentation and developed a knowledgebase combining SOPs, training videos, governance outlines, and best practices - streamlining onboarding, MarTech adoption, campaign quality, and reporting consistency.
- Ran web strategy, marketing operations, analytics, CRM administration, lifecycle operations, and conversion rate optimization. Prioritized and led Dev team projects, gained stakeholder buy-in, and oversaw project scope, resources, and timelines.

MARKETING OPERATIONS MANAGER
CANNON INSTRUMENT COMPANY

3/2017 – 6/2021
State College, PA (hybrid)

Oversaw marketing technology, email marketing, CRM database, analytics, and reports. Trained and onboard marketing team in email and automation strategies, CRM usage, campaign execution processes, and reporting.

- **Increased pipeline 36%** by developing automated, funnel-based cadences using Salesforce, HubSpot, and Salesloft, streamlining marketing-to-sales handoffs.
- Strengthened funnel performance and pipeline conversions by launching email and automation strategies, data hygiene, and lead scoring, routing, and tracking systems.

EARLY CAREER EXPERIENCE

Creative Design & Technology Manager - Central PA Convention & Visitors Bureau 2014 - 2017

- Gained experience in CRM administration, email marketing, website management, performance reporting, sales and marketing collateral, and digital marketing operations.

Digital Product Lead - Affinity Connections 2013 - 2014

- Managed 120 accounts and websites as the client-facing communication lead -- providing content, managing resources and deadlines, and coordinating project deliverables.

EDUCATION

Bachelor of Arts (BA), Public Relations, minor, Computer Science, The Pennsylvania State University, University Park, PA

Certifications: Google Analytics Reports | Google UX Design | Google Advanced Data Analytics | Advanced Microsoft Power BI | Business Analysis & Project Management | AI Prompt Engineering | HubSpot AEO | HubSpot CRM | HubSpot Digital Marketing | HubSpot Inbound | HubSpot Sales Enablement | HubSpot SEO