

# Casey Davis

## Marketing Automation Specialist

Marketing automation specialist with six years of experience optimizing email campaigns, lead scoring systems, and customer journeys. Expert in HubSpot, Pardot, and Marketo. Improved engagement and conversion across lifecycle campaigns through segmentation and testing.

### CONTACT

-  (555) 555-6666
-  email@example.com
-  LinkedIn | Portfolio
-  Nashville, TN

### KEY SKILLS

- CRM maintenance
- Drip campaign optimization
- HubSpot
- Lead scoring
- Lifecycle mapping
- Marketo
- Marketing automation workflows
- Segmentation strategy

### PROFESSIONAL EXPERIENCE

March 2020 - Present

#### Marketing Automation Specialist, FlexTier

- Built 40+ automated workflows across customer lifecycle stages, resulting in a 32% lift in MQL-to-SQL conversion
- Implemented lead scoring in HubSpot and trained sales team on triggers, improving follow-up times by 45%
- Audited and cleaned CRM database of 100K+ contacts, boosting deliverability rates by 20%

August 2017 - February 2020

#### Email Marketing Coordinator, BrightBridge B2B

- Created segmentation strategies based on engagement history and persona, leading to a 25% lift in open rates
- Developed dynamic content for drip campaigns and onboarding, reducing unsubscribe rates by 18%
- Collaborated with analytics team to measure campaign performance and improve nurture path flows

### EDUCATION

#### Bachelor of Science in Information Systems

Middle Tennessee State University, Murfreesboro, TN | May 2017

### CERTIFICATIONS

- Marketo Certified Expert, Adobe, May 2023