

Stacey Rotan

Senior Director, Marketing Operation

954.257.9952 | Fort Lauderdale, FL | staceyrotan@gmail.com | [linkedin.com/in/staceyrotan](https://www.linkedin.com/in/staceyrotan)

Dynamic professional with 17 years of Technology industry experience, specializing in Marketing and Sales Technology, CRM, and strategic relationship building. Demonstrated collaborative success, fostering continuous improvement, innovation, and high-priority goal attainment in fast-paced environments.

AREAS OF EXPERTISE

Marketing Technology Management	Strategic Planning	Process Optimization
Data Analysis & Reporting	Team Leadership	Compliance & Security
Vendor & Resource Management	Training & Enablement	Stakeholder Collaboration
Partner relationships	Strategic Partner processing	Partner Portal management

CAREER EXPERIENCE

UKG – Remote

SR. DIRECTOR, MARKETING OPERATIONS

08/2024 – 12/2024

DIRECTOR, MARKETING OPERATIONS

01/2019 – 08/2024

- **Marketing Technology Oversight:** Managed daily operations of the Marketing Tech stack, ensuring seamless integration and global compliance while providing exceptional customer service and Salesforce architecture expertise.
 - Supported 20+ platforms, achieved 99.9% system uptime
 - Increased adoption rates by 20%
 - Ensured global compliance
 - Resolved 90% of issues within 48 hours
- **Strategic Planning:** Developed and executed comprehensive marketing operations strategies aligned with business objectives, driving process enhancements and improving team performance.
 - Implemented 2 strategic initiatives annually
 - Improved team performance by 20%
 - Decreased campaign delivery time by 25%
 - Aligned 90% of operations with business KPIs
 - Reduced operational bottlenecks by 30%
- **Process Optimization:** Streamlined marketing workflows by collaborating with sales and marketing leaders, addressing pain points, and implementing solutions to enhance campaign efficiency and execution.
 - Reduced workflow approval time by 50%
 - Improved campaign efficiency by 25%
 - Addressed 50+ pain points across teams
 - Implemented 20+ workflow improvements

- **Data Analysis and Reporting:** Directed the collection and analysis of marketing and sales data, providing actionable insights and performance metrics to inform senior leadership decisions.
 - Generated 50+ reports annually
 - Increased actionable insights by 40%,
 - Improved data accuracy by 30%
- **Team Leadership:** Led and mentored a high-performing marketing operations team, fostering collaboration and continuous improvement. Conducted Salesforce training and Office Hours to resolve real-time issues.
 - Managed a team of 18
 - Conducted 20+ trainings annually
 - Resolved 90% of issues in real time

SR. MANAGER, MARKETING SYSTEMS

03/2017 – 12/2018

- **Marketing Technology Management:** Directed the selection, implementation, and maintenance of marketing technology platforms, ensuring alignment with organizational marketing strategies and objectives for operational efficiency.
 - Supported 20+ platforms, achieved 99.9% system uptime
 - Increased adoption rates by 20%
 - Ensured global compliance
 - Resolved 90% of issues within 48 hours
 - increased tech stack utilization by 15%
- **System Integration:** Led the integration of CRM, marketing automation, and analytics platforms, creating a cohesive technology stack to support seamless campaign execution and data transparency.
 - Integrated 3 key CRM platforms
 - Integrated 3 Marketing Automation platforms
 - Reduced data silos by 50%
 - Improved campaign execution speed by 15%
 - supported 1,000+ campaigns
 - increased reporting accuracy by 50%
- **Cross-Functional Collaboration:** Partnered with IT, Sales, and Product Development teams to align marketing systems with broader organizational goals, driving unified processes and improved performance.
 - Collaborated with 5+ departments
 - Improved cross-functional alignment by 20%
 - Supported 10+ enterprise initiatives annually
 - Decreased communication gaps by 40%
 - increased productivity by 25%

- **Vendor Management:** Managed relationships with external vendors, overseeing contract negotiations, renewals, and performance evaluations to ensure optimal service and cost efficiency.
 - managed 100+ vendor contracts
 - reduced vendor costs by 10%
 - achieved 90% vendor SLA compliance
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- **Training and Campaign Enablement:** Provided training and ongoing support to marketing teams, enabling successful execution of campaigns through system configuration, troubleshooting, and email automation enhancements.
 - Trained 100+ employees annually
 - Resolved 90% of system issues within 2 weeks based on deployment schedule
 - Enabled 100+ campaigns
 - Improved email automation efficiency by 20%
 - Increased system usage rates by 15%

MARKETING SYSTEMS MANAGER

01/2014 – 03/2017

- **Team Leadership and Strategy:** Led a high-performing team to exceed goals while maintaining excellent customer satisfaction scores. Developed and executed strategies to enhance system performance and user experience.
- **Compliance and Security:** Ensured marketing systems adhered to data protection regulations, including GDPR and CCPA. Implemented processes for data management, risk mitigation, and system security in collaboration with IT.
- **Stakeholder Collaboration and Enablement:** Partnered with Sales, IT, and analytics teams to align on lead management, customer journey mapping, and pipeline visibility. Provided training, documentation, and best practices to optimize system usage and improve attribution models.

TECHNICAL SKILLS

- **Marketing Automation Platforms:** Eloqua, HubSpot, Pardot
- **Customer Relationship Management (CRM):** Salesforce
- **Data Analytics and Visualization:** Tableau, Google Analytics, Excel
- **Marketing Technology Stack Tools:** LinkedIn, Salesforce Maps, Allego, ZoomInfo, TrustRadius
- **Campaign Management Tools:** Eloqua, HubSpot
- **Compliance and Data Privacy:** Knowledge of GDPR, CASL, CCPA
- **Content Management Systems (CMS):** Allego, WordPress, Drupal
- **Collaboration and Workflow Tools:** ServiceNow, Jira, Confluence, Trello, Asana
- **Financial/Budget:** Microsoft Dynamics