

Senior Marketing Operations Manager

You Are:

An experienced and dynamic marketing leader with a passion for marketing operations and technology. You excel in driving efficiency, scalability, and performance within marketing organizations. You have a proven track record of optimizing processes and delivering actionable insights to support marketing campaigns and strategies. With a collaborative spirit, you partner closely with cross-functional teams, including events marketing, field marketing, sales operations, and Enterprise IT, ensuring alignment and effectiveness. You are innovative, detail-oriented, and thrive in fast-paced, technology-driven environments.

What You'll Be Doing:

- Define and execute the marketing operations strategy (marketing funnel, events, and webinars) to enable scalable growth and optimize performance.
- Partner with functional leaders to align marketing operations with broader organizational goals.
- Develop and manage scalable workflows, systems, and processes to support marketing initiatives (Events and Webinars)..
- Oversee campaign execution frameworks and ensure consistency across departments (sales, marketing).
- Lead and support the operational and logistical element of various Go-To-Marketing, such as events, roadshow, lunch and learns, and webinars
- Evaluate and improve lead management processes, including lead scoring, routing, and nurturing.
- Build and manage a robust marketing analytics framework to track performance metrics and ROI.
- Deliver actionable insights and recommendations to enhance campaign effectiveness and drive business outcomes.
- Oversee the marketing technology stack, ensuring tools are effectively integrated and utilized.
- Evaluate and implement new technologies to enhance marketing capabilities and efficiency.
- Act as the primary liaison with IT and external vendors for marketing technology needs.
- Partner with field operations and enablement teams to ensure seamless alignment between marketing and sales.
- Work closely with demand generation, field, and product marketing teams to support campaign execution.
- Communicate operational performance and insights to senior leadership and stakeholders.

The Impact You Will Have:

- Drive efficiency and scalability within the marketing organization, contributing to overall business growth.
- Enhance marketing campaign effectiveness through data-driven insights and optimized processes.
- Ensure alignment between marketing and sales, fostering seamless collaboration and achieving shared goals.
- Implement and manage advanced marketing technologies to stay ahead in the competitive landscape.
- Improve lead management and nurturing processes, resulting in higher quality leads and increased conversions.
- Contribute to the development of a high-performing marketing operations team through leadership and mentorship.

What You'll Need:

- Bachelor's degree in technical, engineering, quantitative field; MBA preferred.
- Deep domain expertise with integrated B2B marketing, lead & pipeline management, multi-touch attribution, email marketing, data strategy & governance, and system integration.
- Hands-on expertise in marketing platforms (e.g., Hubspot) and CRM (Salesforce) systems.
- Hubspot Certification Highly Desirable; Willingness and desire to explore new Marketing Operations as AI evolves.
- 5+ years of experience in marketing operations, with at least 3 years in an early stage (Seed, Series A/B) tech startup.
- Strong background in data analysis, performance measurement, and marketing attribution.
- Attention to details; Experience managing various marketing stakeholders in a fast-paced, technology-driven environment.
- The role is based remotely.

Who You Are:

You are a strategic thinker with a strong analytical mindset. You possess excellent leadership and communication skills, allowing you to effectively manage teams and collaborate with cross-functional partners. Your passion for technology and innovation drives you to explore new marketing operations and AI advancements. You are detail-oriented, adaptable, and thrive in dynamic environments, always seeking to improve processes and drive results. Your experience in managing global teams and your ability to deliver actionable insights make you an invaluable asset to the organization.

The Team You'll Be A Part Of:

You will be part of a dynamic and innovative marketing team focused on driving operational excellence and delivering impactful marketing strategies. The team is collaborative,

forward-thinking, and dedicated to leveraging the latest technologies to achieve business goals. You'll work closely with demand generation, field marketing, sales operations, and Enterprise IT teams to ensure seamless alignment and effectiveness. Together, you will contribute to the success and growth of Privacera through continuous improvement and innovation.