

# Alysha Khan

954-494-9561 • alyshakhan1989@gmail.com • linkedin.com/in/alyshak • alyshakhan.com

Marketo Champion and certified Marketing Operations leader with 8+ years of experience that thrives at the intersection of technology and real human people. I build and manage tech stacks and operational processes that are customized for your revenue goals and team performance. My clients greatly value my creative and strategic thinking, cheerful approach to even the thorniest problems, and nimble project management skills.

## WORK EXPERIENCE

### **Consulting Services Manager (Title Equivalent: Marketing Operations Manager)** **Etumos • Sep 2021 – Present**

- Delivered exceptional marketing operations services to top B2B SaaS companies, including tech stack management, database maintenance, and day-to-day troubleshooting. Clients strongly praised my strategic thinking, attention to detail, and sharp communication skills.
- Served as project manager for multiple clients and as the program manager's right hand for one of the agency's largest accounts. Clients deeply appreciated my meticulous project scoping and robust process implementations.
- Partnered with marketing, sales, and executive stakeholders on behalf of clients, who highly valued my ability to build smooth working relationships and meet stakeholder demands without sacrificing technical excellence.
- Coached a team of 3-5 direct reports, resulting in multiple title advancements due to personalized mentorship and creation of learning opportunities.

### **Manager – Marketing Automation and Demand Generation** **Business Talent Group • Feb 2019 – Jul 2020**

- Managed tech stack and improved processes to ensure optimal flow and processing of leads through the entire lead lifecycle. Scoring changes and operationalization of buyer personas were well-received by the sales team and executive leadership.
- Provided speedy and meticulous campaign operations support for demand generation campaigns.
- Improved campaign reporting by correcting underlying data issues and worked with an SFDC admin to create new processes that drastically cut report creation time.

### **Marketing Manager** **BuiltWorlds • Nov 2018 – Feb 2019**

- Grew inbound leads MoM through the successful launch of a lead generation funnel that also led to an increase in membership sales without any sales interaction, a significant milestone for the company.
- Developed and maintained reporting dashboard to track key KPIs and metrics. Dashboard was praised by leadership and became a central source of information for the team.

## **CERTIFICATIONS**

**Marketo Engage Champion (2023–2024)**

**Adobe Certified Marketo Engage Architect (2023)**

**Adobe Certified Marketo Engage Business Practitioner (2020 & 2022)**

**Salesforce Trailhead: Adventurer**

## **SKILLS**

**Marketing Technology:** Marketo Engage, Hubspot, Salesforce, Terminus, PFL, Uberflip, On24, Zoom Webinar, Cvent, Knack, Wistia

**Project Management:** Asana, Jira, Wrike, Monday.com, Smartsheet

## **EDUCATION**

**Master of Science in Journalism**

Northwestern University

**Bachelor of Science in Communication**

University of Miami