

## Ryan Stenberg

m 425-260-0107 e ryanstenberg@gmail.com

### Marketing Operations & Automation Specialist

Hands-on marketing manager focused on innovating sales communication, accelerating funnel velocity, and driving revenue growth. Experienced in B2B, B2C, SaaS, retail, and service-based industries, with a strong ability to support other cross-functional objectives. Skilled in building cohesive strategies that align marketing, sales, and operations through optimized technology, seamless integrations, clear reporting, and efficient processes. A data-driven creative that specializes in presentation-ready deliverables that influence business decisions and make a measurable impact on the bottom line.

#### Key Strengths

- Marketing Strategy
- Project Management
- Marketing Automation
- Branding & Design
- Responsive Email & Web Design
- Lead Scoring
- Developing Lead Funnels
- Campaign Attribution and ROI Reporting
- Data Compliance
- Paid Search, SEO, & CRO

#### Technical Skills

- HTML/CSS/JavaScript
- Tailwind & Bootstrap
- WordPress and PHP
- REST & JS APIs
- Google Analytics & Tag Manager
- Automation Platforms
- Proxy & DNS Management
- Salesforce & Pardot
- Hubspot
- Office 365 & G Suite
- Power BI
- Adobe Cloud

#### Professional Experience:

##### Marketing Director • February 2020 - March 2023

Emerald City Energy, McLendon Home Services, Tukwila, WA

- Drove 60% year-over-year revenue growth while staying within budget.
- Surpassed all Q4 goals during the slow season, achieving 23% over plan and 153% year-over-year growth.
- Created strategic marketing plans including objectives, budgets, and benchmarks.
- Managed advertising, content calendars, and campaigns across local and digital channels.
- Led a full brand refresh, defining value proposition, brand promise, and visual identity.
- Designed company collateral including print, signage, apparel, and digital assets.
- Implemented inbound system using React, including web layouts and marketing attribution tracking.
- Managed and optimized digital presence across Google, Facebook, Yelp, and online directories.
- Acted as partner and supplier liaison, managing \$100K+ in co-op programs with brands like Milgard, Andersen, RUUD, and Trex—achieving 100% utilization for the first time in company history.

## Marketing Consultant • March 2019 - May 2020

- Developed and implemented marketing and sales automation strategies to streamline lead management and engagement.
- Led Salesforce and Pardot onboarding, ensuring smooth integration and adoption across teams.
- Configured and customized Google Analytics and Tag Manager to support advanced tracking and attribution.
- Created and optimized paid media campaigns on Google and Facebook to drive targeted traffic and conversions.
- Built BI dashboards and reports using Looker Studio and Power BI to visualize performance and guide decision-making.

## Sr. Director of Marketing Operations • January 2015 - March 2019,

Marketing Director • February 2008 - January 2015

ChiroTouch, San Diego, CA

- Implemented custom booking systems, increasing demo bookings by 35% and saving 50+ hours/month in manual processing.
- Administered Pardot and Hubspot onboarding, integrations, and customizations to enhance marketing automation.
- Improved CRM activity tracking and data compliance by optimizing sales data entry processes.
- Monitored marketing database quality, including lead scoring models, governance, SLAs, and workflow automation.
- Created reports to measure marketing and sales performance, campaign effectiveness, and business impact.
- Conducted SEO implementations and managed SEO agencies to drive organic traffic and conversions.
- Identified and executed website optimizations to improve conversion rates.
- Redesigned and led ongoing development of the chirotouch.com website.
- Established scalable lead flow, campaign tracking, and lead scoring processes.
- Managed a marketing team of 5+ and external communications agencies to meet strategic goals.
- Oversaw marketing plans, calendars, RFPs, proposals, and budgets across print, PPC, SEM, and events.
- Led go-to-market planning for flagship product transition from perpetual to SaaS.
- Grew customer base from 850 to 12,000+ users and increased inbound website traffic by over 200% for 5 consecutive years.
- Built interactive sales tools including ROI calculators and ARRA incentive estimators.
- Launched customer loyalty initiatives such as e-gift shops, coupons, and gift cards.
- Developed partner, affiliate, and association referral portals to expand reach and promote affiliate relationships.

## Education:

Bachelor of Arts in Graphic Design, Central Washington University, Ellensburg WA