

PROFESSIONAL SUMMARY

Strategic and results-driven Marketo Engage Consultant with extensive experience leading the design, development, and configuration of complex marketing technology implementations and marketing automations for B2B and B2C global brands. Expertise in architecting customer journey solutions using Adobe Experience Cloud (Marketo, AJO, Adobe Experience Platform (AEP), RT-CDP, Adobe Target, and Adobe Campaign). Proven history of translating high-level business goals into scalable technical architectures, improving customer engagement by up to 30%, and partnering with Product and Engineering teams to drive roadmap innovation.

CORE COMPETENCIES

- Adobe Experience Cloud: Adobe Marketo Engage (Marketo), Adobe Journey Optimizer (AJO), Adobe Campaign (Classic/Standard), Adobe Target, Adobe Experience Platform (AEP), Adobe Experience Manager (AEM), Adobe Workfront, Adobe GenStudio for Performance Marketing.
- Technical Skills: CRM, CDP, Content Management, Java, C#, ASP.NET, RESTful API, SQL/t-SQL, HTML, CSS, JavaScript/Scripting, Data Modeling, API Integrations (Postman), REST API, JSON, Velocity Scripting, Workflow Orchestration.
- Strategy & Consulting: Marketing Automation, Customer Journey Mapping, Business Process Models, Personalization & Segmentation, A/B & Multivariate Testing, Data Governance, KPI Development, Lifecycle Marketing, Marketing Operations.
- Leadership: Cross-functional Team Collaboration, Executive Stakeholder Management, Mentorship, Risk Mitigation, Thought Leadership, Agile Methodology.

PROFESSIONAL EXPERIENCE

LocalWebDevelopment.com – Remote | Independent AI Consultant | Nov 2025 – Present.

- Understand clients' challenges and see how they can be solved with the help of AI. Analyze existing processes and operating procedures (SOP's) and identify where AI can generate results.
- Create prototypes to test the viability of proposed solutions.
- Short and long-term AI strategies to achieve company objectives.
- Educating teams about AI responsibility. Employee training facilitating workshops, adoption of best practices, champion building and change management.
- Roadmaps, workflows, automation, lead configuration, create and oversee development plans.

Adobe, Inc. - Remote | Customer Success Architect | Apr 2025 to Nov 2025.

- Lead end-to-end implementations of Adobe Marketo Engage and Adobe Measure (formerly Bizible) for Enterprise clients, managing multi-workstream programs from discovery to deployment. Leads multiple customer engagements simultaneously.
- Design and execute complex, automated orchestrated experience and engagement workflows across email, push, and web channels, resulting in a 25% increase in conversion rates for B2B lifecycle programs.
- Develop scalable data models and SQL-based segmentation logic to support hyper-personalization strategies for databases of 5M+ records.
- Functioned as a prescriptive advisor with clients to C-suite stakeholders, delivering industry insights and high-level technical designs for marketing architecture.

- Effectively assess a customer's technical challenges, devise optimal solutions, and present them to the customer.
- Proactively maintain the highest level of technical expertise by staying current with new Adobe Marketo Engage and Adobe Marketo Measure releases and functionality. Expert in multi-touch attribution models, data governance best practices and enterprise-level campaign strategies.
- Recognized expert in Adobe Marketo Engage and Adobe Marketo Measure. Adobe Digital Marketing Consultant (Solution Partner). Adobe Experience Platform (AEP), Adobe Experience Manager (AEM), Adobe Campaign Classic (ACC), Adobe Campaign Standard (ACS), Adobe Experience Manager (AEM), Adobe Journey Optimizer (AJO).
- Partnering with Product and Engineering teams to provide platform feedback, influencing internal product roadmaps and feature enhancements.
- Adobe Workfront, Workfront Fusion, Adobe GenStudio for Performance Marketing.
- Development and implementation of API, custom integrations, landing pages, emails, and Velocity Scripting with Marketo Engage Fortune 500 companies.

Cognizant - Remote | Solutions Architect | Oct 2021 to May 2024.

- End-to-end responsibility to architect large scale technologies by designing and implementing solutions tailored to meet specific business use cases. Integrated various enterprise systems and third-party applications to create seamless data flow and improve operational efficiency.
- Collaborate with stakeholders, developers, and other IT professionals to create cohesive and efficient systems by understanding business processes, use cases and functions. Lead discussions and work with respective teams in producing realistic and scalable strategies.
- Requirement gathering and analysis to help identify "roadblocks" during solution implementation and provide mitigation. Liaison between technical and business aspects to ensure solutions meet organizational goals. Communicates technical concepts and architectural plans effectively to non-technical stakeholders to gain buy-in and drive successful project execution.
- Understand the customer roadmap & current support/development efforts and suggest future design/solution decisions. Analyze the need for POC based on the strategic roadmap. Developed comprehensive documentation and architectural blueprints for systems, adhering to industry's best practices and company policies.
- Designed, built, and maintained workflows to support automated and personalized engagement journeys as an Adobe Digital Marketing Consultant (Solution Partner) using Adobe Experience Platform (AEP), Adobe Marketo Engage (Marketo), Adobe Experience Manager (AEM), Adobe Campaign Classic (ACC), Adobe Campaign Standard (ACS), Adobe Experience Manager (AEM), Adobe Journey Optimizer (AJO), Adobe Real-Time Customer Data Platform (RTCDP). Adobe Real-time CDP Technical Practitioner, Adobe Real-time CDP Business Practitioner Professional.
- Spearheaded the migration of legacy marketing automation systems to Adobe Campaign, ensuring data integrity and compliance with GDPR/CCPA privacy laws.
- Configured API connections via Postman to integrate third-party data sources with Adobe Experience Cloud, enabling real-time event-triggered messaging.
- Developed a library of reusable delivery frameworks and "accelerators" that reduced project implementation time by 15%.
- Mentored a team of 4 junior consultants, fostering technical growth in Marketo, HTML, SQL, and campaign logic.
- Collaborated with Sales teams during the pre-sales phase to scope technical requirements and define measurable KPIs for new accounts.

*Selected Relevant Project Experience - **Cognizant***

- U.S. Bank – Digital Marketing Support [October 2022 – March 2024]

- Digital Marketing Technology Business Analyst – Pivotal role in developing next-generation digital marketing capabilities. Defined business requirements for highest-priority user experiences and customer journeys in collaboration with the marketing and product strategy leaders while helping guide delivery of each solution by marketing, analytics, and IT teams. Understanding digital funnels and customer experiences and viewed as the team's go-to expert for holistic system design and data flows. Built and continually improved relationships with marketing and product leads to understanding their objectives. Translated the needs of the business into solution approaches. Documented essential requirements for customer journeys, experiences, and marketing campaigns. Work with digital marketing product owners, ScrumMaster, and teammates to reflect solution requirements in clearly written epics, features, and stories that populate the team's backlog. Hands on HTML and CSS with JIRA/Confluence. Tracked progress of team through the delivery process and assured traceability of all deliverables back to the goals and objectives of the business.
- U.S. Bank – Unica to Campaign Migration [March 2022 – July 2022]
 - Principle Architect - Technology Architect role in adobe campaign experienced in the process of communicating functional requirements to development teams, translating campaign objectives and goals into an executable campaign, and the ability to build and maintain strong productive partnerships with business stakeholders and IT shared services teams. Designed test plan quality control processes for the adobe campaign and related systems. Consulted and made recommendations regarding technical implementations with configuration and migrations.
- Grundfos – Partner Relationship Management Portal - .NET [January 2022 – March 2022]
 - Senior Project Manager - Analyzed business requirements and mapped them into technical flows while implementing digital marketing automation with data modeling, integrations, and marketing tool customization. Created marketing automations, end-to-end customer journeys, and campaigns across channels such as email, direct mail, SMS, and mobile push. Performed administrator functions including business unit setup, user management, and account configurations. Developed and maintained responsive layout templates (HTML/CSS/JavaScript), personalized email templates (HTML/CSS), and triggered emails using media queries. Established data models using lists, groups, and data extensions, managing opt-in/opt-out processes and custom user preferences on landing pages. Ensured compliance with email regulations like CAN-SPAM and integrated with CRM platforms and web analytics tools. Demonstrated excellent communication skills and adaptability in a multi-vendor environment used globally.
- AbbVie – IT Transformation Program – Marketo [December 2021 – January 2022]
 - Technical Leadership and vision, Scrum Master using Agile, JIRA, and Confluence. Visionary leader bridging the gap between business goals and technical execution ensuring a robust, scalable, and aligned with strategic objectives of the organization. Understanding of regulatory compliances in GPRC, PII, PCI, and PHI. Collaborated with multiple stakeholders to influence the design and scalability of the platform's architecture. Established feedback loops for development teams and end-users to continuously improve software architecture. Adobe Experience Platform, Adobe Real-Time CDP, Adobe Customer Journey Analytics, Adobe Journey Optimizer, Adobe Experience Manager, Adobe Marketo Engage, and Adobe Target.
- Microsoft Business Group (MBG) Solutions Global – Adobe Marketo Engage [October 2021 – February 2022]
 - Adobe Marketo Engage configuration and integration, SPF and DKIM configuration, GLP syntax, Marketo 2.0 Modular Email Templates, Email 2.0 syntax, Web Forms 2.0 and

Webhooks, REST API, HTML5, and CSS. Built, executed, and delivered custom landing pages (HTML/CSS) and email templates rebranding of Marketo instances. Identified, created, and developed customer segmentation strategies and ongoing communications plans targeted towards key segments. Researched into inquiries and requests regarding audience size and customer profile. Reviewed technical specs and ensured completeness in support of campaigns.

Grundfos Americas Corporation Brookshire, TX | Digital Marketing System Specialist | 2014 - 2021.

- Marketing automation with Marketo (Adobe Marketo Engage), Expert at Integration with CRM, Web Services, Webhooks, and Munchkin. Database management expert. Adobe Experience Manager (AEM), Adobe Campaign Standard (ACS).
- Developed Lead Reporting Tool that integrates with Marketo (Marketing automation software) for Sales Channels to disposition sales leads.
- Custom .NET Applications using SQL Server relationship database and object-oriented techniques to solve complicated business problems along with HTML 5, CSS, and JavaScript.
- Custom responsive templates for landing pages and emails.
- Expert at SEO, AdWords, Marketing Activities, Design Studio, Lead Database, and Analytics.
- Nurturing leads through the funnel scoring and moving them into MQL and SQL status. Driving revenue and helping sales reach their goals.
- Lead region's web project management, hitting all deadlines and improving efficiency while maintaining the highest quality standards.
- Consolidate and improve existing sites and tools across the region. Deploy digital marketing tools and processes.
- Develop and manage technical aspects of key marketing systems (marketing automation, integration into CRM, data services, and lead management processes across those systems).
- Establish and maintain scalable processes that ensure best practices are obtained.
- Monitor and maintain data quality within the web tools and marketing database.
- Created and maintained metrics and reports on web sites and tools, as well as digital marketing to track effectiveness and business impact.
- Analyze web, marketing, and sales data to develop insights and make recommendations on areas for optimization.
- Evaluate innovative technologies and add-on applications to improve and optimize marketing team performance.
- Proactively scope and present innovative ideas to improve our website experience for prospects, leads, and customers.
- Collaborate with marketing teammates, Information Solutions, Information Technology, senior management, and other project stakeholders.

Grundfos Holding A/S Bjerringbro, Denmark - Senior Software Architect (2011 - 2014)

- Key role in driving technology decisions, evaluating modern technologies, and leading the design and development of software systems. Provided technical guidance and mentorship to junior team members, and ensured the scalability, reliability, and security of software applications.
- Responsible for flexibility, scalability, feasibility, reusability, and security into a structured solution that meets technical, organizational, and business requirements.
- Application solutions on specialist level within a given area (i.e., algorithms, special calculations, or business solutions) to ensure that chosen platforms and systems meet business requirements as well as internal IS requirements.

- Collaborated with Engineering, Marketing, Sales, Information Solutions, Information Technology, senior management, and other project stakeholders to maximize product effectiveness and ensure software's continual progression.
- Responsible for importing pricing for forty-eight different countries into pump selection and configuration software, CAPS, WinCAPS. Online and offline software that provides information on more than 60,000.
- Grundfos products. Reversed engineered legacy apps improving performance by 7000%.
- Application programming interfaces (API), REST API (RESTful API).
- Java, C#, HTML, CSS, XML, JSON along with newer and legacy web applications and tools.
- Working knowledge of Jira and Confluence for agile project execution and documentation.
- Managed source control activities, including branching, pull requests, and version control best practices.
- Documented technical requirements, configurations, and processes using Jira and Confluence, ensuring cross team alignment and traceability.

Grundfos CBS Inc. Brookshire, TX | Information Technology Manager | 2006 - 2011

- Perform all supervisory responsibilities associated with the IT department including employee related issues. Enforce company policies and procedures as a member of management for all employees. Establish and maintain effective professional working relationships with co-workers, and every level of management. Provides for training and career development to direct reports.
- Lead operational and strategic planning, including fostering innovation, planning projects, and organizing and negotiating the allocation of internal and external resources.
- Develop annual budgets and monitor the actual spending to ensure cost containment. Forecast costs, equipment and personnel needs for projects and programs.
- Maintain technical expertise over Infrastructure (Servers, Networking, AD, Virtualization, SANS)
- Continuous improvement of IT processes and procedures to streamline operations reduce costs and improve the end user s productivity & experience.
- Maintained an overview of all IT projects and associated tracking systems, including a functional helpdesk system.
- Responsible for reviewing, analyzing, and implementing custom application systems including coding, testing, debugging, and deploying using Microsoft technologies.

RSM McGladrey FPO Inc., Houston, TX | Senior Software Developer | 2006 – 2006

- Experience with Visual Basic, VB6, VBScript, legacy ASP, ASP.NET and VB.NET development, HTML, CSS. Advanced DTS packages and automated FTP Processes. Custom application using VBA in a Great Plains ERP System environment.

Sulzer Pumps, Brookshire, TX | Senior Web Application Developer/Corporate Webmaster 2001 - 2006

- Maintained and supported N-tier web applications based upon .NET, ASP.NET, C#, COM, ASP, HTML, CSS, VB6, IIS, SQL Server 2000, Oracle, and JavaScript technology.

eSiteAvenue.com/Piedmont Technologies Inc., San Antonio, TX | Sr. Web Programmer | 2000 – 2001

Ultramar Diamond Shamrock, San Antonio, TX | Corporate Webmaster | 1999 – 2000

The University of Texas, San Antonio, TX | Webmaster / Administrator | 1998 – 1999

COMPUTER SKILLS

- **Artificial Intelligence (AI):** Google AI Pro, Google Antigravity, Abacus AI Deep Agent, GPT 5.2, Sonnet 4.6, Google Gemini Pro, Llama-4, Grok 4.1, Adobe Firefly, Nano Banana Pro.
- **Platforms:** Microsoft Azure Portal, Microsoft Windows NT Servers and Workstations, Microsoft Windows, SunOS Solaris (System V R4 UNIX), Linux.
- **Cloud Platforms:** Adobe Experience Cloud, Adobe Creative Cloud, Salesforce Marketing Cloud (SFMC), Microsoft Azure Cloud, Amazon Web Services (AWS).
- **Languages:** ASP.CORE, ASP.NET, ASP.NET Web API, ASP.NET MVC, ASP 3.0, C#, MVC, VB/VB.NET, VBScript, COM, SQL/t-SQL, C, C++, C#, C#.NET, XML, XSLT, JSON, SOAP, PERL, PHP, JAVA (AWT, Swing, Applets, JDBC, Threading), HTML5, HTML, DHTML, CSS, UNIX (shell scripts, awk, sed), RESTful API, API, Web API 2, Windows Script Host, JavaScript ES6, JSON, jQuery, UML, Lingo & Action Scripting, Velocity Scripting and Lisp.
- **Software:** Visual Studio, Visual Studio Code, Adobe Creative Cloud, Marketo, Marketo Engage, Adobe Campaign Classic (ACC), Adobe Experience Platform (AEP), Adobe Experience Manager (AEM), Adobe Marketo Engage, SAP, SAP CRM, Salesforce CRM, Wrike, Jira, Adobe Dreamweaver, Adobe Photoshop, Atlassian Confluence, Microsoft Visual Studio, SQL Server Management Studio, TFS, GIT, Oracle, MySQL, Google Antigravity, IIS, Telnet/SSH, FTP, SFTP, Adobe Photoshop, RADMIN, I-Mail, Zone Alarm, Secure IIS, Rational Rose, Google Analytics 4, Google Tag Manager (GTM), Toad, Microsoft Visio, Microsoft Power BI, Google AdWords, Adobe Analytics, Firebase, Web Trends, Adobe, Litmus, and Crystal Reports.
- **Computer Science Courses:** Data Structures, Operating Systems, System Programming, Programming Languages (OO, OOD, OOP), Object-Oriented Systems, Software Engineering, and Database Design/Management.

CERIFICATIONS

- Google AI Professional | May 2026
- Adobe Marketo Engage Business Practitioner Expert | September 2024 – September 2028
- Adobe Experience Manager Business Practitioner Professional | September 2024 – September 2026
- Certified Scrum Master | June 2024 – June 2026
- Adobe Real-Time CDP Business Practitioner Professional | November 2022 – November 2024
- OAuth 2.0 - Udemy, Online - June 2019
- Marketo Certified Expert (MSE) Marketo, San Francisco, CA | May 2016 – May 2017

EDUCATION

- Bachelor of Science in Computer Science - University of Texas, San Antonio, TX - December 2000