

Aaron "Moose" Gumucio

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SUMMARY

Accomplished Senior Marketing Operations Manager with 14 years of experience in enhancing customer journeys through expert project management and innovative marketing strategies. Proven leader in CRM management, team leadership, and data analysis, leading companies to record-breaking revenues and market penetration.

WORK EXPERIENCE

Paystand

Scotts Valley, CA
Apr 2022 - Mar 2024

Senior Marketing Operations Manager

- Led marketing operations at Paystand, streamlining processes to reduce operational costs by 40%, while adeptly managing a \$1M+ budget to achieve key performance indicators in FinTech service delivery
- Optimized lead automation strategies across HubSpot, Chilipiper, 6sense, and ZoomInfo, leading to a 50% rise in conversion rates and set a new record for quarterly revenue
- Identified and launched an optimized e-gifting platform (ReachDesk), driving a 30% increase in scheduled demos and improving sales engagement metrics
- Oversaw the deployment of a comprehensive marketing tech stack that bolstered campaign efficiency by 30% and diminished reporting inaccuracies by 25%
- Executed in-depth evaluations of marketing attribution strategies, resulting in a 35% enhancement in campaign ROI for targeted initiatives

FranklinCovey Education / Leader in Me

West Valley City, Utah
Sep 2019 - Apr 2022

Senior Marketing Operations Manager

- Spearheaded marketing operations and analytics for FranklinCovey Education, implementing integrated project management strategies that drove a 30% increase in engagement among K-12 and Higher Ed Solutions, ultimately boosting customer acquisition
- Redesigned UI/UX for marketing materials and digital platforms, achieving a 25% boost in user retention and a 40% surge in conversion rates, significantly enhancing the effectiveness of marketing initiatives
- Oversaw the strategic migration from Eloqua to Marketo over 12 months, which streamlined data reliability processes and cut Salesforce CRM sync time by 75%, resulting in more efficient marketing analytics
- Formulated and executed strategic analytics initiatives, boosting the marketing team's capability to utilize data effectively, which led to a 40% increase in lead conversion rates across various channels
- Partnered with cross-functional teams to optimize data pipelines, significantly enhancing data governance standards and accessibility, resulting in a 15% uptick in reporting accuracy and improved decision-making

United Games / FireFan

Murray, UT
Apr 2017 - Sep 2019

Director of Marketing

- Led a cross-functional team in the development of dynamic marketing strategies and analytics for United Games and FireFan, resulting in a 30% increase in user engagement during live sporting events
- Designed and produced impactful graphics and animations for marketing materials and social media, contributing to a 75% growth in follower count and enhancing brand visibility across multiple platforms

- Managed the production of high-quality photo/video shoots and webinars, overseeing a team that achieved a 40% increase in audience retention during live interactions and celebrity endorsements

Kuvera

Salt Lake City, UT

Director of Marketing

Jul 2018 - Sep 2019

- Led a cross-functional project team to produce 50+ multimedia educational items, resulting in a 25% increase in financial technology knowledge, as evidenced by user engagement metrics and analytics
- Developed and implemented a partner recognition program that increased participant engagement by 40%, leveraging a 'Wall of Fame' and targeted social media initiatives to enhance program visibility
- Transformed keynote speaking strategies for diverse audiences, resulting in a 30% boost in engagement rates during both live and virtual presentations through the use of innovative interactive techniques

Del Sol Color Change

Sandy, UT

Graphic Designer, Photographer & Videographer

Feb 2014 - Apr 2017

- Designed and executed comprehensive product packaging and marketing materials for over 100 Del Sol stores globally, resulting in a 25% increase in sales over a 12-month period
- Created visually compelling graphics for licensed products including Star Wars, Marvel, and Disney, driving a 40% increase in merchandise sales through enhanced visual appeal

Transcript-Bulletin Publishing

Tooele, UT

Pre-Press Creative, Graphic & Web Designer

Jan 2010 - Feb 2014

- Executed comprehensive color printing projects, increasing client satisfaction by 30% through high-quality deliverables for marketing materials, website design, and signage
- Utilized in-depth expertise in print and digital design to streamline user experience processes, which led to a 40% decrease in project delivery time and a 20% uplift in overall user satisfaction ratings

EDUCATION

Utah State University | Logan, UT

Aug 2004 - May 2010

BACHELOR OF FINE ARTS, GRAPHIC DESIGN, 3.72 GPA

CERTIFICATIONS

6sense

Eloqua

Salesforce

HubSpot

ZoomInfo

Adobe Creative Suite

Marketo

Chilipiper

Asana

Apollo.io

SKILLS

- Marketing Operations
- Marketing Automation
- Business Development
- Team Leadership
- Print Design
- Data Analysis/Reporting
- Promotions
- Email Marketing
- Event Coordination
- CRM management
- Graphic Design
- Project Management
- Budget Management
- Branding
- Campaigns