

# Candace Perry

## Marketing Operations Specialist

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### PROFESSIONAL SUMMARY

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Marketing Operations Specialist with 6+ years of experience managing CRM systems, optimizing workflows, building automations, and supporting multi-client marketing infrastructure. Skilled in data hygiene, segmentation, automation design (Zapier), and operational process improvement. Adept at enhancing efficiency through clean systems, strong documentation, and the strategic use of AI tools (ChatGPT) for workflow development and SOP creation. Known for accuracy, organization, and a systems-driven mindset.

### CORE COMPETENCIES / OPERATIONS TOOLKIT

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Marketing Operations • Workflow Architecture • SOP Creation • CRM Administration (HubSpot, ActiveCampaign, Salesforce) • Systems Optimization • Data Hygiene • Segmentation + Tagging Frameworks • Automation Design (Zapier) • Project Tracking (Basecamp, ClickUp, Trello) • Intake Management • QA + Process Validation • Digital Asset Management • Basic Analytics Support (Google Analytics) • Slack • AI (ChatGPT)

### PROFESSIONAL EXPERIENCE

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#### Marketing Operations Specialist (Freelance) | Remote | 2019 – Present

Provide marketing operations support across multiple client accounts by managing CRMs, building automations, optimizing workflows, and improving operational visibility and efficiency.

- Administer CRM data through segmentation, tagging frameworks, lifecycle updates, and ongoing data cleanup.
- Build, test, and maintain Zapier automation workflows to reduce manual workload and streamline processes.
- Create workflow maps, SOPs, and operational documentation to support consistency and scalability.
- Track project status, maintain workflow visibility, and support cross-team comms using project management tools.
- Improved efficiency and reduced manual work by an estimated 20–30% through optimized systems and automations.
- Provide QA and process validation across automations, CRM updates, and operational documentation.
- Utilize AI tools (ChatGPT) to assist in drafting SOPs, identifying process improvements, and accelerating documentation workflows.

#### Marketing Coordinator | Ansira | Dallas, TX | 2016 – 2019

Supported marketing operations for enterprise clients by maintaining project workflows, coordinating asset organization, and ensuring operational accuracy across teams.

- Updated Basecamp project workflows, tracked tasks, and monitored approval stages to support execution.
- Coordinated asset handoffs + version control for high-volume deliverables, created SOP documentation.
- Performed QA checks to ensure alignment with operational standards and brand requirements.

### CERTIFICATIONS

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- In Progress: HubSpot Marketing Software • Zapier Automation • Google Project Management

### EDUCATION

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Georgia Southern University | B.A., Communications