

Jamie Hinojosa

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Marketing Operations Manager

B2B Marketing Systems | Campaign Automation | Data-Driven Optimization

SUMMARY

Marketing operations strategist with 28 years of experience building systems that convert leads into revenue. I specialize in the unglamorous work that drives results: database segmentation, workflow automation, campaign optimization, and turning messy data into strategic decisions. Currently managing marketing operations for an 840+ member B2B organization where I identified that 6% of customers generate 54% of revenue—and built the campaigns to protect and grow that \$372K core.

I'm not a creative who learned marketing. I'm not a marketer who designs. I'm an operations specialist who happens to have deep creative skills—which means I can build the strategy, design the assets, automate the workflows, and measure the ROI without breaking stride.

PROFESSIONAL EXPERIENCE

Marketing Operations Manager | Lubbock Apartment Association
Dec 2013 – Present (11+ years)

Transformed manual marketing processes into scalable, data-driven operations for an 840+ member B2B organization. Built systems that do more with less—enabling a 3-person team to execute what previously required six.

Revenue Operations & Analysis

- Analyzed member database to identify revenue concentration risk: 53 members (6% of base) generating \$372K (54% of revenue)
- Built tiered engagement campaigns based on lifetime value, reducing churn risk in high-value segments
- Created predictive models for member retention using engagement scoring and behavioral triggers

- Diagnosed \$90K structural deficit through P&L analysis and presented data-driven turnaround strategy to board

Marketing Automation & Systems

- Designed and implemented 13 Zapier workflows connecting MailChimp, CRM, Google Workspace, and AI tools
- Reduced campaign deployment time by 90% through automation (30 minutes to 2 minutes per campaign)
- Built automated lead nurturing sequences triggered by behavior (event attendance, email engagement, web activity)
- Optimized Novi AMS/CRM for improved segmentation, lead scoring, and attribution tracking

Campaign Management & Optimization

- Execute 150+ email campaigns annually across 5 audience segments with above-industry engagement rates
- Manage LBKaps.com digital platform: 177,000 annual page views, 62% organic search traffic
- Developed integrated campaigns across email, social, web, and print for 12+ annual events
- Track and optimize campaign performance using Google Analytics, adjusting strategy based on ROI data

Lead Generation & Funnel Management

- Built multi-touch attribution model to track prospect journey from awareness to conversion
- Created content strategy targeting high-intent searches, driving qualified traffic to member services
- Developed sponsor packages (\$3K-\$12K range) with automated fulfillment workflows
- Increased event attendance 40% through targeted segmentation and behavioral triggers

Cross-Functional Leadership

- Train board members and staff on data-driven decision making and CRM best practices
 - Manage vendor relationships for print, digital, and event production (\$200K+ annual spend)
 - Present monthly analytics reports to executive team with actionable insights
 - Coordinate with 3-person team to execute marketing operations without dedicated specialists
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Art Director | Texas Tech University Health Sciences Center
Nov 2007 – Feb 2013 (5+ years)

- Managed multi-channel marketing campaigns for university medical center and component schools
 - Directed creative production from concept through delivery across print, digital, and environmental media
 - Collaborated with diverse stakeholders (physicians, administrators, faculty) to meet complex requirements
 - Maintained brand consistency across decentralized departments while meeting regulatory compliance
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Marketing Agency Owner | Hinojosa Unlimited & Epic Design Company
Combined 6 years (1998-2001, 2004-2007)

- Founded and operated two marketing agencies serving B2B and nonprofit clients
 - Managed full-cycle client engagements from strategy through execution and measurement
 - Built recurring revenue through retainer relationships and systematic service delivery
 - Developed workflow systems enabling solo operation while managing 15+ concurrent clients
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TECHNICAL SKILLS

Marketing Operations & Analytics

- CRM/Database: Novi AMS, Pipedrive, HubSpot (learning), Salesforce (familiar)
- Email Platforms: MailChimp, Constant Contact, campaign builder experience
- Analytics: Google Analytics (certified), conversion tracking, attribution modeling, ROI measurement
- SEO/SEM: Keyword research, on-page optimization, search console, organic traffic growth

Automation & Integration

- Workflow Automation: Zapier (expert), Make/Integromat, native platform automations
- Data Management: CSV manipulation, bulk imports/exports, list hygiene, deduplication
- API Integration: Webhook configuration, data flow mapping, system synchronization
- AI Tools: Claude, ChatGPT, Gemini for workflow optimization and content scaling

Technical & Creative

- Web: WordPress CMS, HTML/CSS, landing page builders, A/B testing tools
 - Design: Adobe Creative Suite (28 years), Canva, production-ready asset creation
 - Microsoft: Advanced Excel (pivot tables, VLOOKUP), Power BI basics, SharePoint
 - Project Management: Asana, Notion, Trello, deadline-driven execution
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EDUCATION & CERTIFICATIONS

Coursework towards BFA in Design and Printmaking — Texas Tech University

Leadership Lubbock, Class of 2024 — Lubbock Chamber of Commerce

Year-long executive leadership program focused on cross-sector collaboration and systems thinking

Google Analytics Individual Qualification — Certified

HubSpot Marketing Hub — In Progress

SELECT ACHIEVEMENTS

- Reduced marketing operations costs 40% through automation while increasing output
- Protected \$372K annual revenue stream through targeted retention campaigns
- Built data infrastructure enabling real-time campaign performance tracking
- Scaled email marketing from 500 to 5,000+ contacts without adding headcount
- Achieved 62% organic search traffic through systematic SEO optimization