ISAAC IBARRIA

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PROFESSIONAL SUMMARY

Operations-driven marketing professional with over 5 years of experience in project management and execution. Skilled in bridging the gap between marketing strategy and operations, with a strong background in cross-functional collaboration. Proven ability to enhance visibility, build scalable site architectures, and leverage performance reporting and analytics to accelerate delivery and improve the quality of marketing output.

CORE COMPETENCIES

• **Systems & Operations:** Marketing Strategy-Operations, Program Management, Project Management & Execution
• **Process & Optimization:** Cross-Functional Collaboration, SOP Document Maintenance, Data Automation & Consolidation
• **Data & Reporting:** Performance Reporting & Analytics, Consumer Insights, Audience Targeting & Segmentation

PROFESSIONAL EXPERIENCE

Amazon — Los Angeles, CA **September 2022 – Current**

Operations Marketing Manager

- Partner with cross-functional teams to ensure the successful planning and execution of messaging strategies, navigating a highly matrixed environment to maintain a 20% increase in audience interaction.
- Analyze workflow bottlenecks and manage project timelines, effectively reducing turnaround time and achieving a 30% increase in campaign effectiveness.
- Lead the creation and maintenance of SOP documents, developing best practice guides to ensure optimal company practices are implemented across teams.
- Ensure data integrity and system hygiene by managing complex data integrations, consolidating large datasets via CSV, and utilizing advanced Excel formatting for accurate dashboard reporting.
- Optimize content creation tools and digital workflows across 2500 global locations, contributing to a 15% increase in brand awareness.

RUHSH — Remote **Operations Lead & Owner**

Brand Owner & Operations Lead

- Design and maintain the operational infrastructure and digital experience platforms for a direct-to-consumer lifestyle brand.
- Implement data-driven affiliate systems and scalable silo structures, ensuring efficient routing rules and system compliance for high-ticket integrations.

Inbanet: Investment Bank — Downey, CA **June 2021 – July 2022**

Marketing Manager

- Managed digital systems and spearheaded SEO optimization initiatives, effectively improving search engine rankings by 20%.
- Designed and launched integrated advertising strategies, utilizing marketing platforms to align campaign messaging with broader operational objectives.
- Leveraged analytics dashboards to monitor user behavior, resulting in a 28% increase in email engagement and a 17% rise in conversion rates.

Village Medical — Scottsdale, AZ **May 2019 – March 2021**

Content Marketing Specialist

- Collaborated tightly with marketing and operations teams, ensuring a cohesive brand message and standardized workflows across departments.
- Drove operational efficiency and process improvement, resulting in a 30% improvement in overall campaign effectiveness.
- Managed content creation platforms to deploy targeted campaigns, generating a 35% increase in website traffic and 20% more leads for the business.

OEI Designs — Scottsdale, AZ **April 2018 – March 2019**

Marketing Assistant

- Supported cross-functional agency operations and governance by managing RFPs and RFQs for vendors.
- Assisted in developing comprehensive marketing plans, integrating extensive research, market analysis, and strategic execution frameworks.

EDUCATION

Grand Canyon University — Phoenix, AZ **Graduated**

Bachelor of Science in Marketing and Advertising

TECHNICAL SKILLS

• **Marketing Systems:** Campaign Management Tools, Content Management, Social Media & Digital Marketing Platforms
• **Analytics & Reporting:** Google Analytics, Tableau, Performance Analytics & Reporting
• **Data Integrity & Tools:** Excel, HTML Coding, SEO, SEM, Content Optimization, Data Consolidation
• **Creative Platforms:** Creative Suite (Photoshop, Illustrator)