



LIZ MEDICOTT

MARKETING OPERATIONS/CRM/CAMPAIGN EXPERT

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SUMMARY

Liz has **over a decade of experience in marketing operations**, primarily in **B2B software**, for **enterprise, mid-market, and start-up businesses** – including both public and unicorn companies.



TECH STACK EXPERIENCE



ACHIEVEMENTS/VOLUNTEER

- D&I Founding Member – PEOPLE.AI / OCT 2019
- Beta Gamma Sigma Chapter Member – SJSU / APR 2019
- Beta Gamma Sigma Keynote Speaker – SJSU / APR 2019
- SF User Group Speaker – MARKETO / JAN 2019
- MBA Guest Lecturer – SJSU / MAY 2018
- Angel Network Founding Member – SJSU / FEB 2018
- MOps Manager of the Year – APTTUS / 2017
- Certified Expert – MARKETO / APR 2014
- Desktop 6.1 Core Certified – TABLEAU / OCT 2011



WORK EXPERIENCE



PEOPLE.AI / MAY 2019 – JAN 2020

SENIOR MARKETING OPERATIONS MANAGER

Liz led global MOps and **advised for the Campaign360 product**. Some of her projects included implementing a new lead lifecycle and **Tableau reporting on SLAs, which yielded a 28% increase in BDR sourced pipeline**. Additionally, she **developed the blueprint for the upcoming release of the Campaign360 product**, while advising the product team. Other notable projects include evaluating, implementing, testing, and roll-out of various tools such as **LeanData, Splash, and LeadIQ**, amongst others.



RAINFOREST QA / JUNE 2018 – MAY 2019

SENIOR MARKETING OPERATIONS MANAGER

Liz led the MOPS/SDR Ops team for Rainforest QA. She **managed both the SFDC and Marketo instances**, as well as the rest of the tech stack for the team. Some of her larger projects included database strategy and clean-up as well as **reworking the lead lifecycle process, including stages, scoring**, and handover to sales. She worked closely with the Demand and Field teams, driving a **30% increase in accepted MQLs**.



APTTUS / NOV 2015 – MAY 2018

SENIOR MARKETING OPERATIONS MANAGER

Liz **led the global MOPs team** at Apttus. She was responsible for the marketing database and tech stack. She also built the framework for reporting and presented her methodology at the 2017 Marketo Summit. She was also the **team lead on migrating the CRM (from SFDC to Dynamics)**, which resulted in also **implementing almost an entirely new MarTech stack – including a new Marketo instance**.



INSIDEVIEW / AUG 2013 – OCT 2015

SENIOR MARKETING OPERATIONS MANAGER

As a core member of the MOps team, here is where Liz learned **Marketo** and became a **Certified Expert within six months**. Here is also where she began owning and implementing tools such as **GoodData, Terminus**, and ran both outbound and inbound campaigns that **yielded a 20% increase in pipeline**. She also **ran the weekly, executive, pipeline meeting** to ensure marketing and sales alignment.



EMC / JUL 2010 – JUL 2013

MARKETING OPERATIONS INTERN/COORDINATOR/ANALYST

At EMC, Liz joined as an intern supporting all of EMC's software marketing division. She landed in MOps and was hired full time. Here she **implemented the Sirius' Decisions waterfall**, and was responsible for reporting/BI tools such as **Radian6, Tableau**, as well as the **budget**.



EDUCATION

SJSU | LUCAS COLLEGE AND GRADUATE SCHOOL OF BUSINESS
B.S. BUSINESS ADMINISTRATION / 2009
CONCENTRATION IN MARKETING