

Shayla Hebert

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Marketing Operations & Content Specialist

Systems Architecture | GTM Content | Workflow Optimization | Team Enablement

Marketing operations & content specialist with **8+ years** building scalable workflows, content systems, and execution processes across B2B tech, manufacturing, and SaaS.

Known for bringing order to fast-moving teams, modernizing martech stacks, and creating reusable assets, templates, and processes that reduce errors, lift lead quality, and help small teams operate like large ones.

Professional Experience:

Marketing Operations & Content Specialist (Coordinator Title)

Kuraray America | 2020–2025

Global leader in advanced materials and specialty chemicals.

- **Architected the regional marketing operations framework** for US/LATAM, introducing structured workflows, reusable templates, content intake processes, and standardized naming conventions across product lines.
- **Collaborated directly with senior leadership** to align campaign priorities, reporting needs, and GTM asset requirements, translating high-level direction into scalable execution processes.
- **Managed budgets and vendor teams** for content, design, and digital projects, overseeing briefs, workflows, timelines, and QA while producing key assets hands-on when complexity or speed required it.
- **Developed repeatable content systems** including GTM kits, process documentation, and version-controlled assets used across product and sales teams.
- **Optimized campaign operations**, improving lead conversion by 45% by refining scoring inputs, tightening funnel workflows, and ensuring consistent multi-channel execution.
- **Reduced duplicate data and privacy issues** by 60% by redesigning GDPR-compliant forms, routing rules, and process governance across Salesforce and AEM-connected assets.

- **Piloted an AI-augmented content engine** that increased lead quality by 38% and accelerated repeatable content production across newsletters, presentations, and tradeshow kits.

Project Manager (Content | Operations | Martech)

Hebert Productions | 2016–2020

Consulting firm supporting SaaS startups and STEM clients.

- **Owned strategy and execution for 10+ B2B SaaS clients**, guiding content workflows, inbound campaigns, nurture paths, and enablement programs.
- **Led multidisciplinary project teams** (designers, developers, writers), ensuring quality, speed, and alignment with client goals.
- **Implemented lightweight CRM + automation systems** (HubSpot, Mailchimp, n8n-style tools) that supported early growth without enterprise overhead.
- **Created onboarding libraries, explainer videos, and pitch decks** used to support fundraising, customer onboarding, and internal training.
- **Managed budgets, timelines, and client relationships**, operating as the de facto marketing operations lead for early-stage teams.

Tier 2 IT Support Engineer (Documentation & Software Support)

AT&T | Houston, TX | 2019–2020

Managed Services division

- **Created 25+ technical guides and internal knowledge base articles** to support enterprise SaaS deployments.
- **Reduced Tier 1 escalations by 25%** by standardizing troubleshooting documentation and resolving workflow gaps.
- **Partnered with product and ops teams** to identify recurring issues and streamline user paths.
- **Developed training materials** that accelerated onboarding for new support staff.

Graphic Designer (Technical & Marketing Content)

Ultravision International | Contract | Dallas, TX | 2013–2017

Tech innovator in LED and display systems.

- **Produced technical + marketing collateral**, animations, and promotional materials for global product launches.

- **Produced large-format animations and technical marketing visuals,** including assets displayed on Times Square digital signage for global product showcases.
 - **Created technical guides and support content** for multimillion-dollar patent submissions and installations.
 - **Translated R&D concepts** into clear, usable customer-facing assets that improved sales team performance.
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Skills:

Marketing Operations & Systems:

Workflow Architecture | Content Lifecycle Management | Content Systemization | Campaign Governance | Project Management | Lead Scoring Inputs | UTM Tracking | GDPR Compliance | Vendor Management | Cross-Functional Coordination

Content Strategy & Enablement:

GTM Content Development | Whitepapers | Case Studies | Messaging & Positioning | Technical Content | Sales Enablement | Reusable Templates & Toolkits | Creative Direction | Event & Tradeshow Content

Technical Communication:

Documentation | Process Mapping | SOP Creation | Training Materials | Data Visualization | KPI Reporting

Technology:

Marketing & Analytics: Salesforce | Pardot | Marketo | HubSpot | Google Analytics | AEM | Google Ads

Content & Creative: Adobe Creative Suite | Canva | Webflow | WordPress

Project & Operations: Asana | Microsoft 365 | Power Suite | Tableau

Development: AI Workflows | Python | HTML/CSS | SQL | Automation

Education:

M.S. Technical Communication | University of Houston
B.A. Media Art & Animation | Art Institute of Houston