

Shayla Hebert

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Marketing Manager

Strategy | Demand Generation | Content Systems | Marketing Operations

Marketing strategist with 8+ years building structured marketing systems across B2B tech, manufacturing, and SaaS environments. Combine CRM architecture, demand generation, and content strategy to drive measurable growth while maintaining operational discipline.

Delivered a 45% lift in campaign conversion and a 38% increase in sales-qualified leads by aligning messaging, segmentation, and funnel design. Experienced managing vendors, budgets, cross-functional teams, and multi-region campaign execution.

Professional Experience:

Marketing Operations & Content Specialist (Coordinator Title)

Kuraray America | 10/2020–07/2025

- **Owned regional marketing systems and campaign execution** supporting global product lines.
- **Built and formalized regional marketing framework**, standardizing intake workflows, GTM content systems, and campaign governance.
- **Increased campaign conversion 45% and sales-qualified leads 38%** by aligning messaging, scoring, and funnel structure.
- **Reduced manual lead processing 40% and duplicate/compliance issues 60%** through CRM automation and form redesign.
- **Led strategy and integrated campaign execution for 30+ multi-region initiatives** annually, aligning digital promotion, sales enablement, and post-event nurture.
- **Managed external vendors and regional budgets**, overseeing campaign delivery, timelines, QA, and performance reporting.
- **Standardized UTM governance and reporting dashboards**, improving attribution visibility and executive reporting.
- **Partnered with IT to stabilize** Salesforce, AEM, analytics, and automation integrations.
- **Developed executive presentations and sales enablement materials** supporting product strategy and regional initiatives.

Project Manager (Content | Operations | Martech)

Hebert Productions | 01/2016–10/2020

- **Led end-to-end marketing strategy and execution** for 10+ B2B SaaS startups, establishing messaging, GTM systems, and performance tracking.
- **Developed messaging frameworks**, GTM content systems, and inbound workflows aligning marketing and sales.
- **Managed cross-functional teams** (design, development, content) delivering campaigns, documentation, and brand assets.
- **Implemented CRM and automation systems** supporting structured lead capture and reporting.
- **Built onboarding libraries and pitch decks** supporting fundraising and customer acquisition.
- **Standardized documentation and production workflows** improving delivery consistency.

Graphic Designer (Technical & Marketing Content)

Ultravision International | Contract | Dallas, TX | 10/2013–01/2017

- **Produced large-format animations and technical marketing visuals** displayed in global installations, including Times Square.
- **Designed marketing collateral** supporting global product launches.
- **Developed technical documentation and patent-support visuals** translating complex R&D systems into customer-facing materials.

Tier 2 IT Support Engineer (Documentation & Software Support)

AT&T | Houston, TX | 01/2020–10/2020

- **Authored 25+ technical guides** for enterprise SaaS deployments.
- **Reduced ticket resolution time 15–20%** through improved documentation clarity.
- **Improved support processes** through structured troubleshooting systems.

Leadership & Corporate Engagement

- **Core team member, Women’s Leadership Group:** contributed to internal programming and mentorship initiatives.
- **Active participant in CSR and sustainability initiatives** supporting STEM outreach and nonprofit partnerships.
- **Contributed to internal education efforts** promoting technical literacy and workforce development.

Skills:

Marketing Strategy & Leadership: GTM Strategy | Demand Generation | Vendor Management | Budget Oversight | Cross-Functional Collaboration | Integrated Campaign Planning

Marketing Operations & Systems: CRM Architecture (Salesforce) | Lead Scoring & Routing | Funnel Optimization | UTM Governance | Attribution Reporting | GDPR Compliance

Content & Creative Execution: Messaging Frameworks | Sales Enablement | Event Campaigns | Technical Storytelling | AI-Assisted Content Workflows

Tools: Salesforce | Pardot | Marketo | HubSpot | AEM | Google Analytics | Tableau | Adobe Creative Suite | Asana | HTML/CSS | SQL | Python

Education:

Masters of Science | Technical Communication | University of Houston
Bachelors of Art | Media Art & Animation | Art Institute of Houston