

IAN GREENBERG

MARKETING OPERATIONS AND AUTOMATION

Dallas, TX | Open to remote and Dallas-area roles | 214-603-7013

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Selected work: iangreenberg.com/marketing-operations

Marketing operations specialist combining campaign execution with systems implementation. Built SIG's production campaign platform connecting CRM, email, events and reporting. Experience spans Salesforce/Pardot workflows, Apollo contact enrichment and consumer-brand marketing.

EXPERIENCE

Gogentic.ai | Feb 2025 - Present

Marketing Automation Consultant

Independent consulting practice; began part-time alongside SIG employment.

- Integrated the Apollo API into a waterfall contact-enrichment workflow feeding outbound email.
- Built CRM integrations and automated reporting for marketing and client operations.

SIG | ORG / SIG University | Jul 2024 - Apr 2026

Marketing Manager

- Built and deployed a marketing operations platform connecting Salesforce/Pardot, Cvent, Stripo and Smartsheet for campaign work and reporting.
- Managed email campaigns, marketing automation and performance reporting across SIG and SIG University.
- Automated recurring campaigns, lead nurturing and lead routing; added AI-assisted campaign support and retrieval over campaign and content data.

GoGogiri LLC | May 2021 - Jun 2024

Digital Marketing Manager

- Led digital marketing as the restaurant brand grew to three concurrent locations and 30+ employees.
- Grew social presence to 35K+ combined followers and page likes across seven Instagram, TikTok and Facebook brand accounts.
- Launched MochiGo, a direct-to-consumer sister brand. GoGogiri received coverage in CultureMap Dallas, the Dallas Observer and CW33.

RESEARCH

Southern Methodist University | Research affiliation, Center for Creative Computation

Jan 2026 - Present | AI systems research; guest lectures in graduate courses.

SKILLS

Operations: Email campaigns, lifecycle marketing, lead nurturing, lead routing, campaign reporting

Platforms: Salesforce, Pardot, HubSpot, Apollo.io, Cvent, Stripo, Smartsheet, Zoho CRM

Implementation: CRM integrations, contact enrichment, outbound workflows, AI-assisted campaign support

EDUCATION

Texas Tech University | B.S. Human Sciences | May 2023