

AARON GREENE

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SUMMARY

Marketing Systems Architect with over a decade of experience bridging the gap between creative strategy and technical infrastructure. Proven track record of engineering proprietary data systems, orchestrating enterprise-level vendor ecosystems, and deploying high-velocity content engines. Expert in transforming fragmented marketing tactics into cohesive, scalable revenue systems.

SKILLS & TECHNOLOGY

Core Competencies:

Marketing Systems Architecture, Revenue Operations (RevOps), Vendor Ecosystem Orchestration, Data Attribution Modeling (UTM), Customer Acquisition Strategy, Cross-Functional Systems Alignment, Digital Transformation, Budget Efficiency & ROI Analysis.

Technical Infrastructure:

Full-Stack Web Architecture (HTML/CSS/PHP), CMS Architecture (WordPress/Headless), SQL & Data Structure Management, Google Analytics 4 (Implementation & Strategy), HubSpot CRM Architecture, Tag Governance (Server-Side GTM), API Integration & Automation.

Acquisition Ecosystems:

Technical SEO (Schema & Indexing), SEM/PPC Strategy (Google & Meta), Email Automation Logic, Programmatic Display, Content Engine Design (Synthetic Editorial), Sales Enablement Systems, Conversion Rate Optimization (CRO).

EXPERIENCE

Fine Airport Parking | Tulsa, OK | December 2023 - Present | Marketing Operations Manager

- Architected and coded two full-stack website rebuilds and a proprietary UTM data attribution system, successfully bridging the gap between digital ad spend and revenue capture.
- Orchestrate the external vendor ecosystem, directing strategy for multiple partner agencies to ensure cohesive execution across paid media and SEO.
- Partner on cross-functional database integrations, merging legacy systems with modern marketing automation to establish real-time revenue visibility.

Andiamo | New York, NY | October 2022 - May 2023 | Marketing Operations Manager

- Directed full-scale technical migration to WordPress, re-engineering the SEO framework to secure organic search dominance.
- Optimized capital allocation across agency partners, maximizing yield on ad spend and operational efficiency.
- Engineered data-driven sales funnels and automation workflows to streamline lead generation and conversion.

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Senior Star | Tulsa, OK | September 2021 - May 2022 | Marketing Operations Manager

- Systematized lead nurturing workflows using advanced automation to drive conversion at scale across multi-channel touchpoints.
- Optimized digital user experience (UX/UI) to increase organic traffic flow and improve retention metrics.

GolfSuites / FlyingTee | Tulsa, OK | May 2019 - September 2021 | Digital Marketing Manager

- Orchestrated cross-functional production units (web, video, design) to deliver high-velocity creative assets for multi-channel deployment.
- Directed data-driven digital strategies, aligning content production with aggressive lead generation targets.

Ameristar Perimeter Security | Tulsa, OK | July 2017 - July 2018 | Digital Marketing Specialist

- Architected B2B digital infrastructure, executing front-end website development and implementing technical SEO frameworks to capture industrial market share.
- Engineered multi-channel lead generation systems, integrating content strategy with paid acquisition (SEM) to drive high-value B2B inquiries.

American Document Shredding | Tulsa, OK | March 2013 - July 2017 | Director of Digital Marketing

- Established the company's digital footprint, architecting primary web assets and automation workflows to transition from traditional to digital lead acquisition.
- Directed data-driven email and SEO strategies, establishing the brand identity and securing consistent ranking growth.

Independent Consultant | January 2013 - Present | Marketing Architect

- Evolving consultancy to *Digital Architecture*, advising clients on the integration of AI-driven content engines and automated workflows.
- Design and deploy *Synthetic Editorial* systems, proprietary frameworks blending algorithmic precision with human narrative to scale organic authority.
- Engineer custom digital ecosystems, moving beyond standard templates to build scalable, performance-driven web assets.

EDUCATION

BA, Organizational Dynamics - Psychology

Northeastern State University | 2012-2014