



BISHOY RIAD

SR. MARKETING OPERATIONS MANAGER

CONTACT

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TECHNICAL SKILLS

- Marketing Automation
- Salesforce CRM
- Integrations
- REST API
- Data Segmentation
- Data Analysis
- Data Visualization
- Business Intelligence
- Lead Scoring
- Responsive Design
- HTML/CSS/JS
- SEO
- CRO
- Google Ads
- Facebook Ads

CERTIFICATIONS

- Adobe Marketo
- Salesforce Pardot
- IBM Watson
- HubSpot Marketing Hub
- Google Analytics
- Google Ads
- BrainStation

EDUCATION

Capilano University
Bachelor in Digital Marketing, 2015

PROFESSIONAL EXPERIENCE

Instabug, Sr. Marketing Operations Manager, San Francisco
2022 - 2023

- Oversaw all B2B SaaS growth-engine projects, ABM, and digital asset management, and web initiatives at scale

Evisort, Marketing Operations Manager, San Francisco
2021 - 2022

- Spearheaded all Ops for Demand Gen growth initiatives
- Oversaw **WordPress > Webflow web migration**
- Oversaw **HubSpot > Salesforce Pardot MAP migration**

Sapling, Marketing Operations Manager, San Francisco
2020 - 2021

- Planned, analyzed + optimized all performance marketing campaigns via Pardot, SFDC, GA, Google Ads, LinkedIn
- Performed CRO: **achieved 400% conversion lift** of SaaS product demo requests via Webflow and Google Optimize
- Integrated + automated the Marketing Technology Stack

Fresh Tracks, Digital Marketing Lead, Vancouver
2019 - 2020

- Worked with web team to maintain form integrations
- Launched luxury travel site, **generating \$65K+ revenue**
- Performed custom report/extract functionality in bulk via Marketo REST API and SFDC Data Loader/SOQL
- Produced Smart Lists to drive outbound engagement via Marketo as well as GA, Google Ads, Facebook, and SFDC

IBM, Senior Marketing Automation Specialist, New York
2017 - 2019

- Led Revenue Automation's website redesign project
- Built automation flows and strategies to enhance lift
- Designed/developed IBM Watson-integrated web forms
- Designed/developed HTML emails via Watson, Marketo
- Reported on drip campaign automation workflows

GV English Centres, Digital Marketing Technician, Vancouver
2013 - 2017

- Planned and executed inbound marketing using Pardot Marketing Automation and Salesforce CRM
- Reviewed Google Analytics reports to determine strengths vis-à-vis areas of improvement
- Optimized PPC campaigns (reduced CPC + CPA by >90%)