

Seth Burnett, Marketing Operations Manager

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LINKS

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PROFILE

In my career as a Marketing Operations Manager, I've specialized in managing and optimizing HubSpot for organizations. My work focuses on streamlining workflows, integrating tools, and enabling cross-functional teams to achieve better collaboration and efficiency. With expertise in marketing automation and operational processes, I ensure consistent and scalable solutions for lead capture, routing, and reporting.

By automating high-volume workflows and integrating platforms like Salesforce, OneSignal, AppsFlyer, PostGrid, Postal.io, Jira and using BI tools like Looker, I've contributed to enhanced team productivity and faster lead management. My goal is to build seamless processes that empower marketing, RevOps, sales, and support teams to deliver impactful results while maintaining a commitment to attention to detail and efficient campaign execution.

SKILLS

HubSpot

Attention to Detail

Front-End Development

Marketing Campaigns

EDUCATION

2004 — 2006

B.A., Digital Technology and Culture w/Minor in Fine Arts,
Washington State University

2002 — 2004

Associate of Arts (A.A.), General Studies, Columbia Basin
College

EMPLOYMENT HISTORY

May 2022 — Present

Marketing Operations Manager, Relay Payments

Managed and optimized our HubSpot instance (800k+ contacts) and connected it across the go-to-market tech stack to streamline workflows, improve attribution, and enable marketing, RevOps, and support teams.

Highlights:

- Maintained and scaled HubSpot, ensuring accurate lead capture, routing, and reporting.
- Integrated tools including Salesforce (CRM), OneSignal (SMS/push), AppsFlyer (app attribution), Jira (support tickets), and Postal.io (customer gifting).
- Automated high-volume workflows (1,000s of records each weekly), reducing manual work and improving speed of lead assignment and notifications.
- Built custom processes for lead source tagging, nurtures, Slack alerts, and direct mail campaigns.
- Partnered with cross-functional teams and external vendors to implement solutions that improved efficiency and customer engagement.
- Utilized BI tools (primarily Looker) to generate reports, dashboards, and automated emails to support team initiatives

I take pride in building systems that “just work.” Quietly and efficiently empowering the teams around me to deliver better customer experiences and revenue impact.

Mar 2018 — Apr 2022

Senior Marketing and Brand Designer, Health & Safety Institute (HSI)

In addition to the responsibilities I carried over from Vivid Learning Systems in the acquisition, my HSI role has been about developing consistency for the company and the brand.

After being acquired by HSI, I took a look at how we were presenting ourselves and realized we lacked consistency across different channels and mediums.

So I took our intern, and under my eye and direction using the same strategy we employed with Vivid Learning Systems and created a consistent look across our social media, email images, style and quality of imagery used, etc. so that anything we produced always felt cohesive. I also helped create a consistent social media posting schedule with different post types going out on specific days while leaving room for other promotions.

I have recently been heavily involved in the design and build of a complete rethinking of our website and wrapping together 9+ brands and integrating a recent acquisition into our marketing tech stack with little to no disruption.

Mar 2018 — Apr 2022

Marketing Operations Coordinator, Health & Safety Institute (HSI)

- Oversees HubSpot account with 470,000+ contacts and 170+ team members
- Implemented multiple simultaneous lead scoring models to accommodate the different buyers of our various business verticals
- 9 HubSpot Certifications: Inbound Marketing, Marketing Software, Sales Software, Email Marketing, Contextual Marketing, Reporting, Content Marketing, SEO, Sales Enablement
- Responsible for implementing tracking using HubSpot, Google Tag Manager, Google Analytics, Google Adwords, Facebook, LinkedIn, Terminus
- Works with business vertical managers and VP of Marketing to make sure needed metrics are available and ensure consistency in leads
- Designed, developed, and implemented custom landing page templates optimized for use in SEM campaigns. And also custom email templates for use in abandoned cart emails, monthly customer updates, and various drip nurture campaigns

Sep 2014 — Mar 2018

Sr. Marketing Experience Designer, Vivid Learning Systems

My role is to own and design the visual experience of our company's brand. I've designed and built the templates for our outbound emails. I've either directly handled or provided direction for the design and user experience for our corporate website. I've also developed large sections of the website using the latest in web technologies, such as RWD, HTML, CSS/SCSS, Gulp, Git, Sketch, Photoshop, Illustrator, etc. I take it upon myself to think about the experience for people when they visit our site and how to best get them the information they are looking for as well as achieve our goals as a marketing group and a company.

- Overall site traffic increased 8x, and organic search increased by 6x
- Implemented and transitioned marketing team to HubSpot
- Managed HubSpot account with 100k+ contacts
- Ongoing redesign and structure of the corporate website
- Designed, coded, and deployed company sub-site
- Defined and matured visual brand

Apr 2011 — Sep 2014

Brand Strategist & Designer, ImageWorks

My roles included helping conduct brand development workshops, analyzing the information we learned in our workshops, and then presenting our findings and suggested path forward.

From there I was also heavily involved in the visual redesign of our client's brand identity, developing brand standards, communications, and everyday collateral to ensure a successful brand launch.

Jun 2007 — Apr 2011

Interactive Designer & Developer, ImageWorks

I began as a Junior Interactive Developer. My responsibilities were to take the designs from my co-workers and turn them into functional optimized websites. As we progressed as an agency, we went from building static sites and moved to use content management systems such as Drupal, Joomla, WordPress, Sharepoint, and ExpressionEngine. I was the first on the team to use ExpressionEngine in a production environment and as a company, we would go on to do all of our website development in ExpressionEngine.

After proving my capabilities as a front-end developer, I also took on the role of Interactive Designer. I would meet with clients to understand their needs and goals, using that information I would design several

pages of their site and after a couple of rounds of client feedback and revisions, I would build their new website, matching their brand and goals while also trying to push my knowledge and skill set a little further whether by a new way of doing an old trick or something completely new that I'd never tried before.

During this time was also heavily involved in client projects in other forms of media, especially motion graphics, compositing, and sound effects and sound design.

Apr 2007 — Jun 2007

Graphic Designer, tú Decides Media

Kennewick

While employed, I defined the paper's look and established standards and best practices for layout and ad placement. My responsibilities included designing ads and imagery as needed, laying out the newspaper in two languages, and preparing and sending the paper to press every week.

VOLUNTEER WORK

Aug 2005

Royal Family Kids Camp

Pasco

Royal Family KIDS is about giving children that have been abused, abandoned, and/or neglected a week each summer where they can feel like royalty and be loved for just being kids. It is a week where they can be safe and not wonder who might come for them at night or if they will get anything to eat each day. The staff and counselors are 100% volunteer.

I spend the week filming the kids and activities, then spend each night editing a 5-10 min movie for them to watch the next day, and they love getting to see themselves 'on TV'. I also put together a promotional wrap up video of the whole week once we get back. This is a tougher task because of the sensitive nature of the placement of some of our kids, I can't show their faces. So all week I'm shooting for two polar opposite videos. I also make a fool of myself during the week because it's about the kids.

Outside of the week of camp I handle a lot of technical things as well, the website, setting up fundraiser pages, designs, and other videos that come up as needed.