

Vinay S.

Director of CRM & GTM Engineering

Kirkland, WA, United States | [LinkedIn](#)

EXPERIENCE

Director - CRM and Marketing Automation Cochran, Inc	Mar 2024 — Present <i>Seattle, Washington, United States</i>
Marketing Operations and Analytics Strategy Secure Code Warrior	Oct 2022 — Feb 2024 <i>Seattle, Washington, United States</i>
Director - Global Marketing Demand Center Oracle	Mar 2011 — Jun 2022 <i>Bogotá, Colombia</i>
Senior Manager - Global Marketing Shared Services Oracle	Sep 2006 — Feb 2011 <i>Bangalore, India</i>
Manager - AppleCare Global Online Support Apple	Jun 2006 — Sep 2006 <i>Bangalore, India</i>
Senior Manager - Alliances & Channels Oracle	Aug 2004 — Jun 2006 <i>Bangalore, India</i>

EDUCATION

Stanford University <i>Design Thinking</i>	Jan 2019 — Jan 2020
Stanford University <i>Data Driven Marketing</i>	Jan 2017 — Jan 2018
Indian Institute of Management Bangalore <i>Executive MBA in General Management, IT</i>	Jan 2008 — Jan 2009
Bangalore University <i>BFA</i>	

SKILLS

Go-to-Market Strategy · GTM · Funnel Optimization · Clay · Lovable · Strapi · Unanet · HubSpot Marketing Hub · HubSpot Sales Hub · MailChimp · StackMoxie · N8N · Zapier · Make · Google Tag Manager · Conversion Rate Optimization · A/B Testing · Center of Excellence · Multivariate Testing · Website Optimization · Program Management · Adobe Analytics · Optimizely · Maxymiser · Marketing Operations · Marketing Attribution · Marketing Reporting · Marketing Analytics · Demand Generation · Clari · Eloqua · SQL · Python (Programming Language) · Data Analysis · Requirements Analysis · Business Strategy · Marketing Mix Modeling · Performance Dashboards · Dashboard Metrics · Salesforce Marketing Cloud · Tableau · Marketo · Looker (Software) · Google Analytics · Matomo · ClickFunnels · Full Circle Insights · Lead Scoring · Revenue Operations · Marketing Operations | Lead Scoring and Routing | Marketing Automation | Nurtures Analytics | Program Management | Sirius Decisions Demand Waterfall | Data Strategy | Agile Methodology | Eloqua | Tableau | Adobe Analytics | Figma | Maxymiser |