Eduardo “Eddie” Montenegro

Marketing Operations and Digital Marketing

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SUMMARY

Marketing operations and digital marketing professional with 13+ years across email, web, and campaign operations, including a decade at Workday. Builds the workflows, templates, and data paths that help teams launch campaigns, reduce manual work, and deliver better digital experiences. Recently grew a HubSpot email program from about 1,500 to nearly 73,000 sends and created Level Access’s first accessible email template system.

CORE QUALIFICATIONS

- **Marketing operations.** Campaign workflows from request through launch and follow-up, intake and briefs, contact imports, field mapping, deduplication, segmentation, form-to-CRM routing, QA, documentation
- **Email and lifecycle marketing.** HubSpot journeys and nurture workflows, accessible reusable templates, A/B and send-time testing, deliverability (SPF, DKIM, DMARC, engagement-based sending)
- **Web operations and analytics.** Page builds in Webflow, WordPress, Lovable, and Adobe Experience Manager, GA4, Google Tag Manager, Adobe Analytics, Contentsquare, SEO and accessibility checks
- **Project delivery.** Stakeholder intake, agency coordination, launch tracking, Workfront, Jira, Rally
- **Platforms.** HubSpot, Marketo, Salesforce, Make.com, Airtable

EXPERIENCE

Independent Marketing and Web Consultant · Freelance, Remote · Jan 2025 to Present

Run HubSpot email operations and website builds for clients, partnering with a marketing consultant and client stakeholders.

- **Grew email sends from about 1,500 to nearly 73,000** across comparable five-month periods by running the HubSpot email program for an AI software client, sending 2 to 3 campaigns a week
- Implemented sending-domain authentication (SPF, DKIM, DMARC), contact import, field mapping, and deduplication, then built segments and a multi-step nurture that routed engaged contacts to sales follow-up
- **Kept bounces under 1 percent** through engagement-based sending, suppression of non-engagers, and ongoing list hygiene
- Ran subject line, dynamic copy, and send-time tests, with winning subject lines showing **35.8 and 28.3 percent relative lift**
- Built, launched, and handed off **five client websites** in Webflow, Lovable, and WordPress, including form routing, account logins, e-commerce checkout, and GA4 and Google Tag Manager tracking

Email Marketing Consultant (Contract) · Level Access, Remote · Aug 2025 to Dec 2025

Led the email template build for a digital accessibility company, working with accessibility, creative, email marketing, and web teams through review and approval.

- **Created the company’s first email templates**, three layouts in light and dark versions with about 25 reusable sections, built for WCAG accessibility, dark mode, and mobile
- Designed the template system around layout instead of email category, giving six email categories one flexible system that is easier to maintain
- Strengthened QA with accessibility checkpoints, and resolved review findings on ARIA labels, alt text, and heading structure
- Updated the email intake process with a brief so requesters gave clearer direction, and built emails, segments, and workflows in HubSpot from provided copy and strategy

Content Manager (Contract) · Hogarth, Sunnyvale, CA · Jul 2024 to Mar 2025

Supported website content operations for Apple product and campaign launches across global markets.

- Updated campaign pages in Adobe Experience Manager across about 30 languages and countries, applying translated edits
- Maintained content accuracy through structured testing, bug reporting, and release QA on global deliverables

Marketing Content Program Manager (Contract) · Informatica, Redwood City, CA · Feb 2024 to Jun 2024

Managed content project workflows for the marketing team, stepping in mid-cycle with no handoff.

- Managed content projects end to end in Workfront, from kickoff and task setup through review, approval, and launch
- Coordinated launch communications across social channels and the wider marketing team

Digital Marketing Specialist · Workday, Pleasanton, CA · Sep 2016 to May 2023

Managed web and campaign projects for global enterprise product lines on workday.com, leading cross-functional teams of copywriters, designers, SEO, QA, and developers from intake to launch.

- **Cut estimated fix rounds from 8 to 10 per asset to 3 to 5** by building one shared tracker and handoff process with interactive agency Ceros, shortening launches from 6 to 10 weeks to 4 to 6. The process became the standard for all Ceros projects
- **Cut web delivery from about 40 business days to 15** as part of a team that redesigned intake, workflow, and approvals
- **Owned the Careers site overhaul** end to end, guiding stakeholders through strategy, UX, design, copy, and build with content organized by candidate audience. Careers traffic increased after launch
- **More than doubled product demo clicks** by using Contentsquare heatmaps to move demo CTAs into page heroes, tracked in Adobe Analytics
- Launched **28 customer web pages**, 13 of them global, after taking over the customer program

Global Web Producer · Workday, Pleasanton, CA · Nov 2012 to Sep 2016

Built and published campaign web experiences in Adobe Experience Manager for events, product marketing, and demand generation across North America, EMEA, and APAC. Started on contract and converted to full time within the first year.

- Helped launch Workday's APAC, Japan, and Germany sites, then supported ongoing regional campaigns
- Connected web forms to Marketo and Salesforce, testing the full data path before every ABM launch, from email click to form submission to the correct Salesforce account
- Built and executed Marketo email campaigns, including segmentation, follow-up automation, and subject line A/B tests
- Onboarded a third-party production agency to support EMEA campaigns, defining roles, responsibilities, and expectations

EDUCATION

- BA, Communication Studies, California State University Long Beach
- AS, Web Design and Interactive Media, Art Institute of California San Francisco

CERTIFICATIONS

- HubSpot Academy · Revenue Operations, Email Marketing, Email Marketing Software, Inbound Marketing, Inbound Marketing Optimization
- Google · Ads Search Certification (2026), AI Essentials