

Olivia E. Wheless

WEB & B2B MARKETING AUTOMATION CONTENT MANAGER

owheless@gmail.com · 424-610-4833 · Lynchburg, VA · oliviagriffie.com · linkedin.com/in/olivia-griffie-032860173

B2B Marketing Automation Content Manager with 5+ years of agency and client-side experience executing end-to-end digital and email programs. Experienced in marketing automation (HubSpot) and CRM (Salesforce) reporting, dashboarding, KPI tracking, A/B testing, and performance analysis to optimize open, CTR, and conversion metrics. Skilled at developing Go-To-Market campaign strategy, producing content and templates, and translating data-driven insights into recommendations for marketing and sales alignment.

EXPERIENCE

Web Projects & B2B Marketing Manager

Oct 2023 – Present

Devia Software, LLC · Remote

WHAT I DID

End-to-end B2B email & automation — built campaigns, coded HTML/CSS/JS templates, ran A/B tests, managed HubSpot & Salesforce lists, and reported on performance weekly.

WHO I DID IT FOR

Arizona State Univ.
Children's Miracle Network PepsiCo
Kroger Fanatics Scipher
Sera Prognostics Colorado Mesa Univ.
Miami Univ. Capital Access FS

HubSpot & Salesforce A/B Testing HTML / CSS / JS Google Analytics
Responsive Templates Google Ads & Meta

- Owned digital B2B marketing campaigns end-to-end for 20+ eCommerce clients, managing strategy, creative, automation, deployment, and performance reporting across email, paid search, SEO, and social using HubSpot and Google Analytics to track traffic, leads, and conversions
- Developed healthcare marketing automation content for clients such as Children's Miracle Network, Scipher, and Sera Prognostics
- Tailored HTML, CSS and JavaScript email templates for high-profile clients (Arizona State University, Colorado Mesa University, Children's Miracle Network, Miami University, Capital Access Financial System, PepsiCo, Kroger, Fanatics) to improve responsiveness and deliverability across devices
- Executed targeted outreach campaigns to nurture leads and drive engagement for over 20 B2B/SaaS companies, using segmentation and automated journeys to improve engagement metrics
- Planned and executed email marketing campaigns for 20+ clients in HubSpot and Salesforce; built segmented lists, responsive templates, and A/B tests; analyzed open rates, CTR and conversion metrics to iterate on content, cadence, and audience targeting
- Produced SEO-optimized landing pages, blog posts, campaign recaps, and social content for professional audiences, applying strong writing and editing standards and clear CTAs to drive conversions
- Implemented responsive HTML, CSS and JavaScript (Computer Science) code for B2B marketing automation content, ensuring seamless user experience across devices
- Led the web design team to develop user-centric digital experiences that enhanced brand presence and supported campaign objectives
- Created marketing automation content and LinkedIn outreach sequences to support business development and customer acquisition efforts
- Applied troubleshooting techniques to resolve issues with marketing automation platforms, ensuring seamless campaign execution and data integrity
- Ran Google Ads and Meta campaigns, monitoring key performance indicators and CPA and making data-driven optimizations to bids, audiences, and creative to improve performance — increasing ROAS by over 50%

EDUCATION

Liberty University

Bachelor of Science — Graphic Design
Public Relations · French · Graphic Design

Google / Coursera

Google UX Design Professional Certificate

EMAIL & AUTOMATION

Marketing Automation CRM Reporting HubSpot
Salesforce A/B Testing List Segmentation
Email Deliverability Campaign Strategy
Go-To-Market

ANALYTICS & REPORTING

Google Analytics Google Data Studio
KPIs & Dashboarding Performance Reporting
Data Visualization Excel Data Analytics
Analytical Skills

PAID DIGITAL & SEO

Google Ads Meta Ads SEO / SEM
ROAS Optimization Audience Targeting Marketo

CODE & DESIGN

HTML / CSS / JavaScript
Responsive Email Templates Content Development
Landing Page Optimization Adobe Creative Suite
Figma Canva

- Created dashboards and weekly/monthly performance reports in Google Analytics and HubSpot to track KPIs (traffic, leads, conversions) and provide actionable recommendations to clients
- Integrated CRM software with marketing automation platforms to streamline lead management and enhance B2B content delivery

Creative Marketing Coordinator

Mar 2021 – Aug 2023

Boone Graphics, LLC · Mechanicsburg, PA

WHAT I DID

Managed creative production & campaigns for 100+ agency clients — email creatives, direct mail, social, landing pages, Go-to-Market strategy, and CRM segmentation.

WHO I DID IT FOR

Keller Williams Duck Donuts
Planet Fitness 100+ B2B clients

Email Campaigns Direct Mail Responsive Templates GTM Strategy 5 CRMs

- Managed campaigns and creative production for 100+ clients, coordinating strategy, design, copywriting, and delivery across digital, email, and print channels in a fast-paced agency environment
- Produced email campaign creatives, event promotional materials, social content, landing page assets, and direct-mail pieces; applied email best practices and responsive templates to improve deliverability and engagement
- Wrote and edited marketing copy across digital platforms; coordinated over 10 vendor relationships, prepared advertising proposals and client-facing creative briefs, and managed revision cycles to keep multi-channel campaigns on schedule and on budget
- Led project management efforts for marketing initiatives, coordinating resources and timelines to achieve strategic objectives
- Developed and executed Go-To-Market strategies for B2B marketing automation content, driving lead generation and customer acquisition
- Leveraged five CRM platforms to manage and segment customer data for targeted B2B marketing campaigns and improved campaign relevance
- Developed engaging content assets tailored for specific buyer personas, supported by marketing-technology solutions to improve conversion performance

Marketing & Design Support Specialist

2019 – 2021

Bright Images Media · Lynchburg, VA

WHAT I DID

Campaign production support — proofing, asset prep, lead nurturing via marketing automation, and CMS content for multi-channel B2B campaigns.

WHO I DID IT FOR

Multi-channel B2B clients

- Supported campaign production, coordinated proofing and approvals, and prepared digital assets for multi-channel marketing campaigns
- Implemented Revenue Operations best practices to streamline lead nurturing processes and support sales pipeline growth through marketing automation workflows
- Utilized the CMS to create and distribute content for B2B marketing automation efforts, ensuring accuracy and timely delivery

Marketing & Design Intern

Oct 2019 – Dec 2019

Liberty University

- Supported marketing and print production workflows, QA, and cross-team coordination

- Managed content within the CMS to support B2B marketing automation campaigns and initiatives