

Ethan White

MarTech & Campaign Operations Manager · AI-Native Marketing Technologist · 13+ Years

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SUMMARY

AI-native marketing operations leader with 13+ years of experience building scalable campaign infrastructure across enterprise companies. Specializing in end-to-end campaign execution, marketing automation platform integration, and developing AI-powered internal tools that automate workflows and accelerate time to market. Proven track record of driving measurable impact through MarTech rollouts, data-driven segmentation, and cross-functional program management at companies including Vercel, Microsoft, and JPMorgan Chase.

EXPERIENCE

MarTech & Campaign Operations Manager — Vercel

Feb 2025 — Present

Design and build marketing operations infrastructure combining campaign operations with systems automation to scale impact. Focus on creating AI-native systems that reduce manual work, improve data quality, and enable teams to ship faster without sacrificing reliability.

- End-to-end ownership of high-volume, business-critical email and lifecycle programs across Vercel and v0 audiences
- Building scalable, AI-native GTM infrastructure and guidelines that increase throughput and quality
- Designing and building internal tools to automate campaign builds, QA, and reporting, collapsing weeks of manual work into days
- Implementing AI-assisted workflows to improve consistency, review cycles, and throughput across campaign operations
- Partnering with Sales, Product, and Data to unlock growth through better targeting and automation
- Improving email quality, deliverability, and compliance at scale across all outbound programs

Marketing Technologist — Microsoft

Apr 2021 — Feb 2025

- Managed integration and rollout of Adobe Campaign (ACS), AEM, Marketo, On24, and Dynamics 365 to streamline marketing operations and enhance customer engagement
- Planned, executed, and optimized complex email, in-app messaging, and event marketing campaigns; received FY '22, '23, and '24 Excellence Awards for impact to Cloud Marketing Business
- Owned audience segmentation, partnering with data engineering and external partners to onboard new marketing data and develop custom data mapping solutions
- Built and maintained event registration pages, communications, and execution templates (AI Tour and regional events) for corporate and field enablement
- Led testing and configuration of new API data flows into Marketo, ensuring accuracy and timeliness of data
- Owned issue management and communication with leadership; collaborated cross-functionally on standardization, documentation, and data monitoring

Digital Marketing Program Manager — Advanced Drainage Systems

Nov 2019 — Apr 2021

- Developed customer journey through onboarding and management of Pardot Marketing Automation, creating standards for project intake, campaign build, reporting, monitoring, and issue tracking
- Increased trackable leads by over 300% by implementing new forms and automated lead routing process
- Improved organization and utilization of marketing assets through implementation of Bynder Digital Asset Management
- Gathered business requirements and built Sales and Marketing Power BI reports to influence future decisions
- Coordinated the migration and rebuild of company website

Marketing Operations Manager — Quest Software

Jul 2018 — Nov 2019

- Executed complex automated email marketing campaigns in Eloqua
- Reduced campaign time to market by 20% by standardizing segmentation and campaign build across lines of business
- Led process improvement and simplification initiatives; analyzed results and communicated insights to stakeholders
- Built and managed event registration sites; managed social media via Hootsuite

Marketing Analyst — JPMorgan Chase & Co.

Apr 2015 — Jul 2018

- Digital and in-person event marketing including invitations, follow-up emails, event host scripts, presentation decks, and coordination of materials
- Improved customer experience through management of J.P. Morgan Asset Management iOS event app
- Saved the firm over \$80,000 annually by implementing new event invitation process
- Collected, analyzed, and collated marketing data into actionable reports; updated fact sheets and territory maps

Email Marketing Manager — JPMorgan Chase & Co.

Apr 2014 — Apr 2015

- Managed execution of global email campaigns with audience segmentation and list management in Aprimo Marketing Studio
- Performed post-launch analysis and provided recommendations to stakeholders

SKILLS & TOOLS

MARKETING AUTOMATION

Marketo, Eloqua, Adobe Campaign (ACS), Pardot, Aprimo, Inflection MAP, Knak

AI & DEVELOPMENT

AI Tool Development, Cursor, v0, Next.js, Vercel, Prompt Engineering, LLM Integration

CAMPAIGN & STRATEGY

Email Marketing, Lifecycle Marketing, Lead Nurturing & Routing, Audience Segmentation, A/B Testing, In-App Messaging, Campaign Management, Field Enablement

CRM & DATA

Salesforce, Dynamics 365, Power BI, Airtable, Data Mapping, API Integration

MARTECH & TOOLING

Adobe AEM, Adobe Workfront, On24, Aventri, Bynder DAM, Hootsuite, Linear, Sitefinity CMS

OPERATIONS

MarTech Integration & Rollout, Process Improvement, Compliance (GDPR/CASL/CAN-SPAM), Cross-functional Program Management, Reporting & Analytics, Event Management

EDUCATION

The Ohio State University — Bachelor of Arts, New Media and Communication Technology