

# MATT MARTELLI

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## MARKETING AUTOMATION | AI | MARTECH | API INTEGRATION

Marketing automation and AI professional with 15+ years of experience building scalable workflows, integrating MarTech systems, and translating business needs into technical solutions. Hands-on expertise across Salesforce, Marketo, HubSpot, API integrations, workflow orchestration, lead scoring, lifecycle marketing, and AI-powered automation. Proven track record delivering cost savings, improving conversion performance, accelerating operational speed, and building practical solutions across marketing, sales, and customer experience.

## CORE SKILLS

Marketing Automation | AI Workflows | API Integrations | Salesforce CRM | Marketo | HubSpot | n8n | Zapier | Make | LLM Applications | Prompt Engineering | Multi-Agent Systems | Lead Scoring | Segmentation | Lifecycle Marketing | Data Orchestration | Workflow Automation | Predictive Analytics | TCPA/CAN-SPAM Compliance

## PROFESSIONAL EXPERIENCE

### HOME GENIUS EXTERIORS | Remote

AI Integration Strategist | Jun 2025–Present

- Architect enterprise AI and automation workflows across recruiting, sales, customer experience, and operations, translating business requirements into scalable technical solutions.
- Led migration of automation workflows from Zapier to n8n, creating more flexible API-driven orchestration and delivering \$90K+ in annual savings.
- Built AI-powered systems that improved operational efficiency, reduced manual work, and increased workflow reliability across teams.
- Implemented predictive lead scoring and behavior-based automation that improved conversion rates by 28%.
- Developed intelligent customer experience workflows that reduced appointment cancellations by 40%.
- Designed end-to-end workflow orchestration connecting lead sources, CRM records, communication tools, and internal processes.

### EXPO HOME IMPROVEMENT | Dallas, TX

Lifecycle Manager & Applications Specialist | Jun 2020–Jun 2025

- Built and optimized AI-enhanced lifecycle marketing workflows that increased customer engagement by 35% and retention by 25%.
- Increased customer lifetime value by 40% through targeted email and SMS automation using HubSpot Marketing Hub and Operations Hub.
- Managed Salesforce CRM integration and optimization for segmentation, lead scoring, data flow, and marketing workflow performance.
- Reduced lead response time by 50% through speed-to-lead automation integrating third-party lead sources, CRM workflows, and internal routing logic.
- Supported governance and compliance across automated campaigns, ensuring TCPA and CAN-SPAM adherence and operational reliability.

### FLYWHEEL360 LLC | Dallas, TX

Co-Founder & Chief Marketing Officer | Dec 2010–Jun 2020

- Led marketing technology and automation strategy for clients, improving campaign execution, conversion performance, and lifecycle engagement.
- Built omnichannel demand generation programs using Salesforce CRM, HubSpot, and Marketo.
- Designed customer journey workflows using segmentation, behavioral data, and automated logic to improve personalization and campaign efficiency.
- Advised cross-functional teams and Fortune 400 clients on automation architecture, workflow design, and MarTech strategy.

#### CAMBIUM LEARNING GROUP | Carrollton, TX

Email Marketing Manager | Senior Copywriter | Jun 2007–Mar 2010

- Generated \$3.1M in revenue uplift within six months through personalized multi-touch lifecycle campaigns.
- Integrated SilverPop Engage with Salesforce CRM to automate lifecycle communications and improve segmentation.

#### CERTIFICATIONS

Agentic AI & AI Agents for Leaders – Vanderbilt University

GenAI Basics: How LLMs Work – Duke University

Marketing Automation with AI and HubSpot – Coursera

HubSpot Certified | Marketo Certified

#### TECHNICAL TOOLS

Salesforce CRM, Marketo, HubSpot, Pardot, Eloqua, SilverPop, ExactTarget, n8n, Zapier, Make, OpenAI API, Anthropic Claude API, Google AI Studio, Crew AI, Microsoft AutoGen, Retell AI, ElevenLabs, Twilio, Supabase

#### EDUCATION

Baylor University | Communications & Psychology