Cameron Stubblefield

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(469) 363 – 6313   cds8817@yahoo.com   Website

Education

University of Texas
Austin, Tx
B.S. Advertising
Minor in Business Foundations
2006 - 2010

Skills

General

- Problem Solving
- Team Management
- Project Planning
- Documentation Writing
- Information Technology Services
- Video / Image Editing
- Graphic Design
- Web / Email Development
- General Troubleshooting

Professional

- Microsoft Office Suite
- Adobe Creative Cloud
- Eloqua
- HubSpot
- SalesForce
- SalesForce Marketing Cloud
- Adobe Analytics

Technical

- HTML
- CSS
- Javascript
- PHP
- NodeJS
- JSON
- Adobe DTM
- Java
- Python
- C++
- Visual Basics
- Git
- WordPress
- Drupal
- XML

Work Experience

Senior Marketing Technology Engineer
Texas Capital Bank

Austin, TX
Feb 2023 - Current

- Continued to perform all duties of the Marketing Technology Engineer role
- Managed a team of 6 including 3 Junior Developers, a Technical Product Owner (TPO), and a Business Analyst, and a Quality Assurance rep
- Supported the development of Junior Developers by establishing learning curriculum, participating in knowledge transfer sessions, and assigning tasks that encouraged skill growth
- Worked with TPO to define quarterly and annual team goals & targets
- Assisted TPO in establishing a SCRUM process for the team and oversaw required SCRUM meetings
- Expanded MarTech's role to include oversight of additional marketing technology platforms including User Experience tools via Pendo, Tracking and Analytics via Google Tag Manager, Visitor Activity & Data Collection via mParticle, and more

Marketing Technology Engineer
Texas Capital Bank

Austin, TX
Mar 2022 - Feb 2023

- Managed the Drupal CMS for the customer facing websites of Texas Capital Bank (TexasCapitalBank.com and Baskbank.com)
- Ensured the security and stability of the websites by performing regular maintenance and updates
- Developed custom tools and site features to directly enhance the capabilities of our business partners
- Establish connection between CDP tool (mParticle) and internal databases to enable CDP data for internal reporting
- Assisted in the development of email marketing workflow and communications in SalesForce Marketing Cloud
- Ensured proper data tracking throughout customer on-boarding process with Google Tag Manager and mParticle

Marketing Technology Manager
Vacasa

Austin, TX
Sep 2021 - Mar 2022

- Oversaw Vacasa's SalesForce Marketing Cloud (SFMC) system
- Managed SFMC settings, implemented system improvements, and maintained system updates
- Ensured proper tagging and tracking within content connected to SFMC
- Utilized SFMC features to offer functional improvements to internal teams / departments
- Built and implemented automated/trigger-based Homeowner Acquisition & Homeowner Engagement campaigns
- Established email templates and standards
- Managed / established connections between SFMC and 3rd party systems
- Defined best practices for utilizing SFMC tools and features
- Oversaw migration of guest marketing communications to SFMC