

CADY FRASER

CONTACT

- 📞 513.485.9922
- ✉ cady.meece11@gmail.com
- 📍 Cincinnati, Ohio
- 🌐 cadyfraser.com

SUMMARY

Results-oriented Marketing Operations Director with deep expertise in HubSpot administration and integration. Proven track record in enhancing marketing technology stacks, optimizing campaign strategies, and leading cross-functional teams. Adept at increasing lead generation, improving data accuracy, and driving data-driven decision-making through robust reporting and analytics.

EDUCATION

2011-2015
UNIVERSITY OF CINCINNATI
Bachelor's of Business Administration,
Marketing

SKILLS

- HubSpot Admin & Certified (x3)
- Team Management Experience
- Salesforce Integration & Admin Experience
- Campaign Strategy & Management
- Reporting & Data Analysis
- Marketing Strategy & Creative Direction
- Martech Stack Management
- ABM Campaigns with Demandbase
- Google Analytics
- TapClicks
- Adobe Creative Suite
- Clickup Certified
- Zoominfo & Sales Intel
- Ad Platforms (Google, LinkedIn, Facebook)
- Canva



To view full work history, check out my LinkedIn

WORK EXPERIENCE

Smoothstack

OCT 2022-PRESENT

Marketing Operations Director (Apr 2024- Present)

- **HubSpot Expert & Admin Owner:**
 - Implemented Hubspot portal from inception including contract negotiation.
 - Managed workflows, campaigns, integrations, and ensured platform compliance.
 - Held trainings to bring team members up to speed on all Hubspot hubs.
 - Led Salesforce & Hubspot integration, pre-integration CRM cleanup efforts, process audits and configuration to ensure efficient integration and improved data accuracy
- **Martech Stack Management:** Evaluated and implemented tools to enhance marketing capabilities and efficiency. Considered larger tech stack and all integrations to ensure seamless processes.
- **B2B Campaign Management:** Designed and executed multi-channel campaigns, driving an increase in lead generation, specially a boost in MQLs.
- **ABM Campaigns with Demandbase:** Managed ad campaigns and list building, improving account engagement and effectiveness.
- **Data-Driven Reporting:** Developed reports in HubSpot and Salesforce, increasing data-driven decision-making and progression tracking.
- **Team Management:** Supervised mid-level marketing employees including reviews and feedback loops

Marketing Director (Oct 2022- Apr 2024)

- **Webinar Launch & Management:** Orchestrated the company's first sales webinar, achieving a 40% attendance rate and a 15% increase in post-event engagement.
- **Process Evaluation & Automation:** Revamped & automated 80% of a previously manual application process, resulting in less fall off during application
- **Talent Recruitment Campaign Management:** Launched omni-channel drip campaigns, reducing course fill time to less than 2 weeks.
- **HubSpot Workflows & Reporting:** Implemented and optimized workflows for marketing automation & monitored KPIs using HubSpot analytics.
- **Collateral Creation:** Created content, design, and editing for print, social, presentations and more.
- **Rebranding Initiatives:** Managed rebranding for Smoothstack and Fedstack, including logo creation, brand guidelines, and online presence.
- **Team Management:** Supervised mid-level marketing employees including reviews and feedback loops

The Kable Group

JAN 2021 - OCT 2022

Creative Marketing Director (May 2021 - Oct 2022)

- **Marketing Strategy:** Created and executed strategies aligned with company goals.
- **HubSpot Implementation:** Owned implementation, automation, and maintenance.
- **Admissions Process Optimization:** Increased applications by 300% and reduced fall-off by 85%.
- **Reporting Dashboards:** Delivered dashboards via TapClicks including integrations with 3rd party data sources
- **Creative Direction:** Provided direction for all associated brands.
- **Marketing Team Management:** Led and coached the marketing team, managing hiring and delegating tasks.

Marketing Manager (Jan 2021 - May 2021)

- **Online Presence Setup:** Established social profiles and branding elements.
- **Stakeholder Collaboration:** Defined value propositions through interviews & implemented across organization for cohesive messaging and direction.
- **Collateral Creation:** Developed materials for B2B sales and recruitment teams.
- **Website Redesigns:** Oversaw redesigns for four brands.
- **Brand Policing:** Ensured consistent logo usage and design standards.

Health Carousel

MAY 2016 - JAN 2021

Graphic Design Marketing Specialist

- **Creative Direction:** Managed design for 10 in-house brands.
- **Design Experience:** Worked with digital images, multi-page documents, and large format graphics.
- **Freelance Designer Management:** Managed hiring, budgeting, and project assignments.
- **Collateral Approval:** Final approval of all outbound collateral.
- **UX/UI Mockups:** Created mockups with accessibility considerations.
- **User Research:** Conducted research sessions and updated prototypes accordingly.

Marketing Associate

- **Event Planning:** Managed event logistics and vendor coordination.
- **Campaign Setup:** Assisted with email marketing campaigns using HubSpot.
- **Design Assistance:** Supported the marketing team with various design tasks.