

Pamela Vianello

pamela.vianello@gmail.com | pamelavianello.com | 210.639.0256 | Greater Seattle Area, WA | [linkedin.com/in/pamela-vianello](https://www.linkedin.com/in/pamela-vianello)

Marketing Program Manager | Creative & Marketing Operations | Brand & Digital Strategy

Program & Project Delivery | Brand & Content Strategy | Process Improvement

Strategic program and marketing operations leader with 10+ years of experience translating business priorities into scalable programs, operating systems, and cross-functional growth initiatives. Helped build the infrastructure behind a marketing agency's growth to seven-figure revenue in 18 months, directing delivery across 21+ client accounts and a 12-person distributed team. Experienced aligning marketing, creative, product, sales, legal, and technical stakeholders, mitigating delivery risks, and turning ambiguity into clear roadmaps across B2B, SaaS, e-commerce, and regulated enterprise environments

Areas of Expertise

- Strategic Planning
- Stakeholder Engagement
- Creative Strategy
- Project & Program Management
- Cross-functional Collaboration
- Brand & Content Management
- Process Improvement
- Marketing Ops Management
- AI-fluent

Career Highlights

- **Scaled an agency to 7 figures:** Helped grow Greaux Digital from \$0 to 7-figure revenue in 18 months, building the operating model behind sales, delivery, and operations
- **Built and led a distributed team:** Helped recruit and directly led a 12-person cross-functional team, increasing production by 75%, improving operational efficiency by 24%, and sustaining on-time delivery
- **Delivered growth results across clients:** 210% MRR growth within 2 quarters, 40%+ year-over-year growth across multiple accounts, and a 367% increase in organic conversions through repositioning and integrated cross-channel programs
- **Advanced rapidly within a regulated enterprise:** Progressed through 3 roles within 12 months at USAA, in auto, home, and New Member Solutions while operating within enterprise regulatory, compliance, and cross-functional requirements

PROFESSIONAL EXPERIENCE

Professional Development, Greater Seattle Area

02/2025 – Present

PROGRAM MANAGEMENT, MARKETING OPERATIONS & AI-ENABLED WORKFLOWS

Continued professional development in program management, marketing and creative operations, AI-enabled workflows, and process improvement while pursuing a full-time role

Greaux Digital, Seattle, WA

04/2018 – 02/2025

DIRECTOR OF OPERATIONS | MARKETING STRATEGY & PROGRAM DELIVERY

Led agency operations, marketing strategy, and end-to-end program delivery for a full-service fractional marketing agency serving 21+ B2B, SaaS, e-commerce, and professional-services clients. Directed a 12-person distributed team and owned client strategy, scope, resourcing, workflows, delivery, and stakeholder communication

- Productized bespoke client engagements into tiered retainers (\$3K–\$15K/month) with a standardized proposal engine and onboarding pipeline, replacing custom-quoted deals with a repeatable sales-to-delivery system spanning audits, market and competitor analysis, digital strategy, channel recommendations, and pre-delivery quality assurance
- Translated client goals and customer insights into integrated marketing strategies, program roadmaps, scopes, channel plans, and success measures and KPIs, aligning execution to each client's TA/ICP, positioning, and brand narrative
- Helped build the team and personally owned onboarding, coaching, performance support, and delivery quality, creating brand-specific ramp-up plans, platform guides, SOPs, knowledge-transfer systems, and self-scored QA forms so contributors could assess their work before formal review
- Built and managed operating systems for intake, scoping, resource and cost planning, project tracking, approvals, QA & quality-governance standards, documentation, and reporting while overseeing capacity, risks, dependencies, and scope changes across concurrent engagements
- Integrated AI tools (Claude, ChatGPT, Gemini) into research, content production, and documentation workflows, increasing throughput across concurrent client accounts

LEAD MARKETING STRATEGIST & PROGRAM MANAGER

Joined as a founding team member during the agency's early growth stage and led hands-on client strategy and program delivery, partnering directly with founders and executives to translate business and customer needs into brand, marketing, and digital initiatives spanning SEO, content, websites, social media, customer journeys, and campaign execution

- Developed end-to-end marketing and digital strategies for concurrent client accounts, using digital audits, market & audience research, competitive analysis, journey mapping, gap analysis, & SWOT analysis to identify growth opportunities
- Personally owned SEO strategy, keyword research, SEO copywriting, website architecture, customer journeys, and UX recommendations, translating client objectives into detailed strategies, roadmaps, channel plans, and creative direction
- Built the keyword, editorial, and production system behind a 116-page acquisition program, growing a SaaS client from 359 to 8,885 ranked keywords and increasing estimated monthly traffic value from \$343 to \$33.3K
- Directed a construction client's organic growth program, contributing to a 367% increase in organic conversions, 111% organic-search growth, and 227% traffic growth while identifying the category-demand signal that informed expansion and contributed to the company becoming the #2 national Trex seller
- Led repositioning, partnership, and integrated marketing programs that supported 40%+ year-over-year growth across multiple B2B accounts and increased SEO-service MRR by 210% within two quarters
- Conducted contract outside sales for a luxury beauty brand during a 48-hour industry event, contributing to \$1.2M in purchase orders and \$250K in investment commitments

USAA, San Antonio, TX (On-Site at HQ)

03/2017 – 04/2018

NEW MEMBER SOLUTIONS | PERSONAL LINES INSURANCE OPERATIONS

PROGRESSION: AUTO | HOME | NEW MEMBER SOLUTIONS

Progressed through 3 roles within 12 months at a large, highly regulated Fortune 500 financial-services enterprise, consistently exceeding targets for accuracy, service quality, productivity, and product adoption

- Assessed member needs across integrated insurance and financial products, preparing quotes and explaining coverage options while supporting new-business binding, policy changes, and documentation within licensing & authority guidelines
- Coordinated with underwriting, billing, compliance, and technical teams to resolve escalations, and maintained active state-specific P&C licenses, registrations, and certifications

EARLY CAREER EXPERIENCE

BUSINESS BRAND MANAGER (2013-2017) · **NORDSTROM (DIPTIQUE)** \$150K 1st year, top 3 in region, 80+ trained, S.A., TX
LOT DIRECTOR (2009-2013) · **BLUE DIAMOND** | **SALES (2009-2013 Concurrent)** **SEPHORA & MAC**, San Antonio, TX
OUTSIDE SALES, MARKETING & CONSULTING · **CONTRACT (GD, MC500, ASFALEIA, HERBALOGIA NYC INDY BEAUTY EXP, STELLAN & WYLDE, and more)** & **LISTING MANAGER** · **AIRBNB & VRBO**, San Antonio, TX
PHOTOGRAPHER & MARKETING · **Multiple Studios (Intrigma Creative, CLV Images Justine Photography & freelanced)**, SATX

EDUCATION & CERTIFICATIONS

DEGREE · Bachelor of Science in Business Administration (B.S.B.A.), Magna Cum Laude | **UTSA College of Business, TX**
CERTIFICATIONS · HubSpot Agency Partner Certified | **Google:** Analytics Individual Qualifications and Google Ads Fundamentals and Ads Search Certifications | Certified in Content Marketing, Brand Marketing, Direct-Response Copywriting, Brand Communications, Community Management, & Social Media (**Digital Marketer**), Social & Digital (**Stukent's**) | **LinkedIn Professional Development:** Agile & Scrum, Program & Project Management, Operational Excellence, Tableau Fundamentals, Design Thinking Customer Experience, Building a Product from Scratch, Go-to-Market (GTM) Plan, AI-enabled workflows & applied generative AI tools | **PMP Preparation:** Currently studying PMBOK-aligned project management principles

SKILLS & TOOLS

MARKETING & ANALYTICS · **TOOLS:** HubSpot CRM, Google Analytics, SpyFu, SEMrush, Ahrefs, Yoast SEO, BugHerd, Hotjar, WordPress, Mailchimp, ConvertKit, Meta Business Suite | Marketing Operations, Creative Operations
CREATIVE & SOCIAL · Canva, Adobe Lightroom, Hootsuite, Sprout Social, Later, Loom
PROJECT MANAGEMENT · **TOOLS:** Trello, Jira, Confluence, Airtable, Asana, Notion, Smartsheet, Miro, Lucidchart, Microsoft Whiteboard, ClickUp, Google Workspace, Microsoft Office Suite | Workflow Design, Account Portfolio Management, Executive & Client Communications | **AI** · Claude, Gemini, Perplexity, ChatGPT, Gamma, Framer

VOLUNTEER & COMMUNITY

JUNIOR ACHIEVEMENT (USA) · Mentor | **HUMANE SOCIETY** · Pricing, Fostering, & Shelter | **SAN ANTONIO FOOD BANK**