

Kristy Maute

Marketing Strategy & Operations Lead

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Marketing operations leader with hands-on experience architecting and owning the martech stack (HubSpot, Salesforce, NetSuite), establishing data governance and audience segmentation, and building the SOPs and cross-functional systems that align Marketing, Sales, and Finance around measurable, revenue-driven outcomes.

EXPERIENCE

Manager, Digital Transformation

February 2025 – Present

TruBlue Technologies (formerly Head Rush Technologies) | Safety at Height

- Own architecture and integration of the full martech and revenue stack — HubSpot (CRM/marketing automation), NetSuite (ERP), and Magento/Adobe Commerce — ensuring seamless data flow and a single source of truth across Marketing, Sales, and Finance.
- Own audience data architecture and segmentation logic across all platforms, establishing Systems as the authoritative owner of data governance, lead scoring, and audience rules.
- Partner with Sales, Marketing, and Finance leadership to configure and implement NetSuite ERP infrastructure supporting revenue reporting and cross-functional operational alignment.
- Establish SOPs, naming conventions, and system documentation to drive data hygiene and reporting consistency across IT, Marketing, and Sales.
- Serve as primary point of contact with an external development partner for all CMS/e-commerce initiatives, including a full domain migration (301 redirect strategy, SEO, compliance, GTM configuration).
- Deliver enablement training to global sales and marketing teams on new systems and platforms, driving adoption and reducing support burden.
- Designed and implemented a cross-functional customer support strategy spanning QA, customer success, and technical support, standardizing processes to improve consistency and outcomes globally.

Marketing Operations & Events Manager

January 2024 – February 2025

Head Rush Technologies | Empowering Epic Adventures

- Managed the marketing technology stack — CRM (HubSpot), CMS platforms, and e-commerce systems — ensuring seamless functionality and data integrity across the funnel.
- Optimized marketing data management practices, improving accuracy, compliance, and analytics-driven decision-making.
- Developed SOPs and streamlined marketing workflows to improve efficiency, scalability, and cross-team consistency.
- Led trade show and event operations, managing logistics, staffing, and post-event analysis to measure engagement and ROI.

Marketing Communications Manager

February 2022 – January 2024

LifeNet Health, Biologics | A non-profit leader in regenerative medicine and life sciences

- Aligned marketing operations with corporate and departmental objectives, partnering with cross-functional stakeholders to ensure campaign strategies were measured against clear performance indicators.
- Executed multi-channel campaigns (paid, earned, shared, owned) to grow brand visibility and engagement across the healthcare and medical device sectors.
- Managed internal and external marketing resources, including agencies, coordinating integrated execution across email, website, social media, PR, events, and content.

Director of Communications

2017 – 2022

J&A Racing, Shamrock Marathon | Nationally recognized race management company

- Managed marketing campaigns and reporting for seven annual events, driving \$1.5M+ in revenue and \$21M in economic impact while tracking performance against acquisition and engagement metrics.
- Led email marketing operations and database segmentation, growing the subscriber base from 147,000 to 168,000 through targeted, data-driven communication strategies.
- Optimized registration platform operations for 46,000+ annual participants, achieving 15% growth over three years through process and system improvements.

ADDITIONAL EXPERIENCE

Donor Relations Specialist — Eastern Virginia Medical School (2016-2017)
Development Officer, Gifts-in-Kind — Operation Smile (2014–2016)
Contract Administrator, Public Works — City of Virginia Beach (2008–2014)
Marketing Coordinator — Chesapeake Regional Hospital (2007–2008)
Logistics Specialist — Asklepion Pharmaceuticals (2006–2007)

EDUCATION

Master of Science, Health Promotions — Virginia Tech, 2010
Bachelor of Arts, English — Old Dominion University, 2003

SYSTEM EXPERTISE

HubSpot • Salesforce • NetSuite (ERP) • Magento (Adobe Commerce) • WordPress • Shopify • Data Governance & Audience Segmentation • Campaign Performance Reporting • SOP Development • Raiser's Edge • QuickBooks • FileMaker

AWARDS

- 2023 — Bill Anderson Innovation Award: Digital marketing campaign development for clinically-led initiatives
- 2023 — Circle of Excellence Founder's Award: Communication strategy for \$85M acquisition of wound care division
- 2022 — Executive Circle Award: Social media strategy