JOHN SHELTON
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MARKETING OPERATIONS & REVENUE SYSTEMS ANALYST

Marketing Operations professional with a systems-oriented approach to CRM and revenue infrastructure. Background in Communication and Computer Science with experience evaluating MarTech stack design, lifecycle structure, and reporting integrity. Strong analytical foundation with SQL-based marketing data analysis.

PROFESSIONAL EXPERIENCE

TheDevMasters (TDM) — Marketing Operations | 2025–2026
• Evaluated MarTech stack (CRM, data flow, reporting) to identify lifecycle tracking limitations
• Analyzed lifecycle stage definitions and property logic to assess marketing–sales alignment
• Documented system constraints and proposed structural improvements to improve measurement clarity
• Supported campaign tracking implementation across marketing initiatives

SGP — Marketing & Campaign Strategy | 2024–2025
• Supported international campaign execution aligned with corporate merger strategy
• Coordinated cross-functional marketing efforts across multiple markets

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SELECTED PROJECTS

HubSpot Lead Signal Model (Independent)
• Designed minimalist lead scoring schema prioritizing primitive behavioral data
• Structured engagement properties to support computed prioritization logic

Marketing Dataset SQL Analysis (Google Data Analytics Capstone)
• Queried marketing dataset using BigQuery SQL
• Built structured funnel analysis and engagement breakdown in Google Sheets

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SKILLS

Revenue Systems: CRM Architecture, Lifecycle Design, Lead Scoring Logic, Funnel Analysis
Technical: SQL (BigQuery), Python (basic), Google Sheets modeling, REST APIs & JSON
Data & Infrastructure: Reporting Architecture, ETL Concepts, Revenue Data Modeling

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EDUCATION & CERTIFICATION

B.A. Communication, Minor in Computer Science
Google Data Analytics Professional Certificate