

Marshall Moses

Creative & Marketing Technology Leader | mamocreative.com

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Creative and marketing technology leader with 9 years of experience blending design, development, and data to build impactful omnichannel campaigns. Proven expertise in Salesforce Marketing Cloud, full-stack web development, and team leadership. Passionate about delivering personalized customer experiences through innovation and collaboration.

Experience

Lithia & Driveway | Marketing Department

Manager, Creative Technology | 2024 – Present

- Lead a team of 5 marketing technology professionals to design and build hyper-personalized omnichannel lifecycle marketing
- Built and governed automated SFMC journeys across 300+ locations, enhancing engagement and streamlining campaign execution
- Collaborated with Engineering, Data Science, and Operational teams to derive business cases, project briefs, scope requirements, and resolve ongoing system issues
- Implemented monitoring and triage frameworks to ensure platform health
- Designed and maintained real-time dashboards to monitor KPIs and proactively resolve issues, reducing campaign downtime to less than half previous levels

Lead Creative Technologist | 2023 – 2024

- Mentored a cross-functional team of designers and developers to implement omnichannel personalized marketing projects
- Designed, prototyped and developed innovative and impactful personalized marketing experiences
- Successfully delivered complex technical solutions for high-profile projects, ensuring alignment with creative vision and business objectives
- Provided technical expertise and guidance on project feasibility, timelines, and budgets

Creative Technologist | 2021 – 2023

- Developed & deployed data-driven personalized marketing projects & products for the entire Lithia & Driveway network
- Cross-functional collaboration with designers & developers
- Automated creative workflows to increase project delivery efficiency, in some cases completely eliminating manual tasks
- Designed and developed prototypes to pitch omnichannel marketing campaigns and products to key stakeholders

Brand Designer | 2016 – 2021

- Developed and maintained on-brand advertising experiences for 40+ automotive retailers
- Created digital wireframes, and user experience flows
- Simultaneously delivered multiple projects in a fast-paced environment for over 20 individual automotive stores
- Developed scalable design work for marketing technology projects

Education

Oregon State University

Bachelor of Fine Arts Graphic Design
Graduated Class of 2016

Altcademy

Full-Stack Web Development Bootcamp

Skills

Cross-functional collaboration & leadership
Time, project and campaign management
Data & platform governance

Technology

Design

Adobe Creative Cloud
Figma & Prototyping Tools

Languages

HTML, CSS, JavaScript
SQL, Ruby, SSJS & Ampscript

Frameworks

Vue, React, Javascript Frameworks

Marketing Technology Tools

SFMC, Marketo, AEM
CRMs & Platform Integrations
Generative AI Tools

Developer Tools

Git, Postman, REST/SOAP APIs
Google Cloud, Heroku
VS Code

Analytics

PowerBI, Tableau, GA