

JAY PICHAMUTHU

Marketing Technology Strategist | AI Growth | Scalable Personalization | Global Campaigns

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SUMMARY

With a dynamic career spanning the full spectrum of Marketing Operations and MarTech leadership, I specialize in architecting holistic strategies, systems, and scalable processes that empower organizations to thrive in a rapidly evolving digital landscape. My expertise bridges top platforms including Marketo, Marigold Engage, Salesforce, and Sailthru, enabling seamless integrations and omni-channel campaign delivery that elevates both customer retention and operational efficiency.

What distinguishes me is a data-driven mindset matched with a creative, global perspective—melding advanced analytics, predictive modeling, and real-time optimization with cultural empathy shaped by travels across Morocco, Egypt, Switzerland, and beyond. I've engineered comprehensive monitoring frameworks in partnership with Data and BI teams, using sophisticated analytics to break down silos, uncover conversion bottlenecks, and fuel continuous A/B testing that achieves tangible 15-30% performance lifts.

Whether leading end-to-end ESP migrations, launching SMS and cross-channel programs, or stewarding high-performing teams, I operate at the crossroads of operational clarity and design excellence. My approach is bolstered by certification obtained from MIT xPro's Building AI Products & Services and microcredentials from ScrumAlliance in AI for marketers and agile methodologies, equipping me to embed AI-powered intelligence, ethical data practices, and strategic agility into every initiative.

I'm passionate about mentoring future leaders and thrive in building resilient, collaborative teams that turn bold ideas into business growth. If you seek a builder who brings structure to complexity, innovation to execution, and a heart for growth—let's connect.

EXPERIENCE

02/2026 - Present

Remote

Lifecycle Marketing Operations (Contract)

The Transformation Group

- Playing a pivotal role in lifecycle marketing operations for LifeStance Health, focusing on strategic campaign execution and optimization.
- Designing and executing personalized marketing campaigns using Braze to engage diverse patient and provider audiences.
- Analyzing campaign performance metrics to refine strategies and enhance overall effectiveness.
- Collaborating with cross-functional teams to ensure alignment and maximize campaign impact.



09/2025 - Present

Remote

Marketing & Operations Consultant

Self Employed

- Delivered tailored consulting for a healthcare startup and dental practice, focusing on operational excellence and digital transformation.
- Crafted comprehensive and strategic social media marketing plan to elevate brand awareness in the healthcare sector.
- Streamlining practice management processes, ensuring a smooth transition to digital documentation and improving front office efficiency.



10/2020 - 10/2024

New York, NY

Sr. Director Digital Marketing Operations

Hearst Newspapers

- **Built and scaled a cross-functional team** of 5 specialists (3 Email Producers, 1 On-Site Producer, 1 QA Analyst), reducing campaign deployment time by 30% and showcasing adaptability.
- **Directed the operations team** in executing 30+ omni-channel marketing campaigns annually, driving 25% growth in customer retention and acquisition across digital channels; empowered team for problem-solving and providing guidance for campaign critical decision-making.
- **Spearheaded SMS capability launch** through Sailplay and Sailthru integration, boosting user engagement by 40% via targeted messaging strategies.
- **Oversaw comprehensive platform migration from Salesforce Marketing Cloud to Sailthru**, delivering 15% cost reduction while maintaining operational excellence.
- **Served as primary contract owner and vendor relationship manager** for key MarTech platforms, including Salesforce Marketing Cloud, Sailplay, and Blueconic.
- **Oversaw comprehensive MarTech budget** encompassing tools, research, and contract resources for Subscriptions team.
- **Pioneered GenAI implementation** using ChatGPT and custom GPTs for content production and workflow automation, streamlining go-to-market cycles and improving operational efficiency.



03/2020 - 10/2020

New Haven, CT

Sr. Digital Project Manager (Contract)

Alexion Pharmaceuticals

- **Established and managed Digital and Mobile Center of Excellence (CoE)**, defining best practices and standardizing project execution methodologies across cross-functional teams.
- **Implemented SMS AD Password Reset solution**, coordinating multi-platform integration across Twilio, Mulesoft, ServiceNow, and OKTA platforms to deliver on-time deployment, reducing IT support ticket volume by 15% and improving user experience.
- **Led Global Preference Center project** from inception to deployment. Consolidated requirements across 10+ business units and managed RFP with 5+ vendors. Delivered controls improving user satisfaction and engagement by 25%.
- **Executed enterprise-wide Sitecore migration** of 55 websites from v8.2 to v9.3, improving site performance and security while reducing annual maintenance costs by 10%.



EXPERIENCE

03/2018 - 10/2019

New York, NY

VP, Digital Production & Operations

Weber Shandwick

- Led digital production projects, providing strategic technical direction and aligning business goals with execution
- Supervised IBM Global Communications initiative with \$12MM annual budget, orchestrating 10 cross-functional workstreams and delivering 15% cost optimization through workflow enhancement and process standardization
- Led Mars.com complete relaunch (\$2.5MM budget), implementing Agile methodologies and DevOps infrastructure that accelerated delivery timelines by 25% and reduced content deployment cycles by 25%



11/2013 - 12/2017

New York, NY

Director, Production & Operations (Marketing)

The New York Times

- Directed 15-member Creative Production team, implementing enhanced digital capabilities and quality frameworks that improved output quality by 30%
- Orchestrated production of 500+ digital assets annually, coordinating cross-functional Creative Services teams including Project Managers, Designers, UX specialists, and Copywriters
- Deployed JIRA and Workfront project management workflows, increasing tracking accuracy and operational efficiency by 20% across all production streams
- Led Magnolia Web CMS implementation, establishing centralized Digital Content Hub that accelerated deployment processes by 35%
- Enabled asset production strategies that contributed to 500K new subscriber acquisitions annually, generating \$17.5MM in incremental revenue
- Supervised \$12MM annual creative budget across multiple lines of business, achieving 10% cost savings through strategic optimization and vendor contract negotiations
- Served on Marketing Automation Steering Committee, conducting comprehensive MarTech stack audits and developing build-versus-buy recommendations to address critical process gaps



EDUCATION

Storrs, CT

M.B.A. in Management Information Systems

University of Connecticut

Ft. Wayne, IN

B.S. in Computer Information Systems

Indiana Institute of Technology

SKILLS

Marketing Automation			MarTech	Salesforce Marketing Cloud (SFMC)			Marketo	Marigold Engage		blueconic
CDP	CRM	Airtable	AI	GenAI Integration		Custom GPT				
Project & Campaign Management				Data Analysis & Reporting		Agile	Scrum	Waterfall	JIRA	A/B Testing
Data Analysis		Web Analytics		Quality Assurance		MMM	MMP	GTM	Ensighten	
Omni-Channel & Digital Strategy				SMS	Email Marketing		Customer Engagement		Customer Retention	
Personalization		Segmentation								
Tech & Platform Leadership			Twilio	OKTA	ServiceNow	CMS	WordPress	Sitecore	Magnolia	
Sharepoint	Merlin	DAM	CSS	HTML						
Team Leadership		Operations		Workflow Management		People Management		Process Optimization		
Resource Management			Vendor Management							

CERTIFICATIONS

Designing and Building AI Products & Services

MIT xPro

Microcredentials: AI for Product Owners & AI for Scrum Masters

Scrum Alliance