

VICTORIA EVERETT

SYSTEMS & DIGITAL OPERATIONS | BUSINESS SYSTEMS | AUTOMATION & CUSTOMER OPERATIONS

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PROFESSIONAL SUMMARY

Systems and digital operations leader with 20+ years of experience learning businesses end-to-end, then building the systems, processes, teams, controls, and measurement needed to scale them. Career progression spans customer operations, analytics, CRM and lifecycle, payments and revenue systems, business operations, and media acquisition - often taking ownership of the next operating constraint after stabilizing the previous one. Experience includes 59 media properties, 30+ consumer brands, 10M+ customer records, \$3M+ in Meta spend alone, and global teams exceeding 50 staff. Strongest at diagnosing hidden friction across people, process, data, and technology and translating it into reliable operating systems.

CORE EXPERTISE

Systems & Digital Operations | Business Process Design | CRM & Lifecycle Operations | Workflow Automation | Customer / Contact Center Operations | Analytics & Reporting | Payments & Merchant Operations | Platform & API Integrations | Data Quality & Governance | QA / UAT | Acquisition & Attribution | Access & User Provisioning | Vendor / Tool Evaluation | Documentation & SOPs | Training & Adoption

PROFESSIONAL EXPERIENCE

Caesars Entertainment | CRM Specialist, iGaming | Remote | Apr 2025-Present

- Execute and QA high-volume lifecycle CRM across email and mobile in regulated iGaming, supporting 400+ campaigns and 5M+ sends while partnering across Analytics, Compliance, Brand, Promotions, Technology, and marketing leadership.
- Maintain operational continuity across campaign execution while auditing journey logic, suppression, cadence, targeting, and reporting; surface governance and data-quality gaps and translate them into actionable requirements.
- Supported operational adoption of a newly built Optimove environment, including audience logic, campaign structure, QA, and process documentation; maintain active Optimove Certified Professional status.
- Translate business and reporting questions into measurement requirements centered on customer behavior, data integrity, and usable outcomes rather than channel-only metrics.

Olympus Peak Media | Marketing Operations Manager | Remote | Apr 2023-Mar 2024

- Returned to a business and technology ecosystem I had previously helped build and scale, supporting CRM, automation, platform configuration, data quality, reporting, and operational troubleshooting.
- Applied deep institutional knowledge of brands, customer data, systems, and workflows to isolate root causes quickly and improve processes, platform use, and cross-functional handoffs.

Digital Media Solutions | Product Operations Manager | Remote | Aug 2022-Mar 2023

- Managed technical onboarding and platform implementations for advertisers and publishers, including configuration, routing, caps, launch requirements, QA, and data validation.
- Owned API integrations and data flows connecting CRM systems, third-party networks, publishers, advertisers, and sales channels; troubleshoot transmission, tracking, and configuration issues.
- Translated partner and business requirements into technical implementation needs across Sales, Engineering, Product, Design, and Operations.

Native Commerce / Olympus Peak Media | Business Operations, CRM & Marketing Systems Lead | Hybrid / Remote | Aug 2013-Jul 2022

Long-tenured operating role across an evolving digital media and commerce group; progressed through broad executive operating leadership, including serving as COO, into deeper ownership of business systems, CRM, analytics, acquisition, payments, and revenue infrastructure.

- Scaled customer operations from a small in-office support function into a distributed U.S. and Philippines organization exceeding 50 staff across concurrent brands; built workflows, scripts, training, QA, staffing and escalation processes, and tooling while personally hiring and onboarding 100+ employees.
- Designed and administered business-critical systems across CRM/ESP, customer support and contact center, commerce, payments and merchant processing, analytics, communications, access and user provisioning, and internal operations.
- Owned analytics requirements and operational reporting across customer, acquisition, lifecycle, and revenue functions; worked directly with owners to define logic and make reporting usable for spend, customer value, workflows, and operating priorities.
- Managed payment and merchant operations across evolving commerce businesses, working across processors, scripts, customer policies, support workflows, and recovery processes to reduce chargebacks, shorten support resolution time, and protect revenue.
- Managed \$3M+ in Meta advertising spend alone, in addition to Google and programmatic/SSP acquisition, across hundreds of campaigns; connected acquisition economics to backend customer behavior, lifecycle, cross-sell, recovery, retention, and LTV.
- Repeatedly moved into new operating functions after stabilizing existing ones - progressing from customer support into analytics, business operations, lifecycle/CRM, revenue systems, and media acquisition while retaining ownership or visibility across the systems and measurement connecting them.

DigitalMarketer / Driving Traffic / Idea Incubator | Progressive Roles - Customer Operations, Systems & Business Operations | Austin, TX | Jun 2008-Jun 2017

Joined at the ground level as a Customer Service Representative during the early startup years; responsibilities expanded across support operations, systems, live events, client experience, and cross-functional execution. Crossover / parallel responsibilities continued after the Native Commerce business split.

- Built foundational support-desk infrastructure, scripts, automations, operating workflows, and team processes that reduced repetitive work and allowed mature functions to transition to growing teams.
- Managed customer-facing teams and supported hiring, onboarding, training, scheduling, documentation, and operational continuity across multiple products and high-volume launches.
- Managed attendee lifecycle operations for major live events, including registration, segmented communications, scheduling, room blocks, customer support, and post-event follow-up.
- Coordinated execution across Marketing, Sales, Customer Care, IT, and leadership for launches, webinars, evergreen funnels, live events, and cross-functional operational needs.

SELECTED SYSTEMS & TECHNOLOGY

Platform experience includes administration, implementation, configuration, migration, workflow design, QA, training, integrations, access management, and operational ownership - not simply end-user exposure.

CRM / Lifecycle / Commerce: Optimove, Infusionsoft / Keap, 1AutomationWiz, Konnektive, GoHighLevel, Maropost, Klaviyo, ActiveCampaign, Drip, Mailchimp, Sendlane, Campaign Monitor, Shopify, WooCommerce, ClickFunnels, 1ShoppingCart, LimeLight CRM

Customer / Contact Center / Payments: Zendesk, Help Scout, Freshdesk, SnapEngage, Five9, RingCentral, Twilio, 8x8, CallFire, Stripe, PayPal, Authorize.Net

Analytics / Acquisition / Operations: Google Analytics, GTM, Meta Business Manager / Ads, Google Ads, Taboola, Outbrain, Tableau, SendGrid, Mailgun, Return Path, Litmus, WordPress, Leadpages, Unbounce, OptimizePress, Asana, Trello, Monday.com, ClickUp, Smartsheet, Wrike, Teams, Slack, GoToWebinar, Zoom, Google Workspace, cPanel / DNS, SPF / DKIM / DMARC

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Optimove Certified Professional | Google AI Professional Certificate (2026) | OpenAI - AI Foundations, Applied AI Foundations, Agents and Workflows (2026) | Anthropic - AI Fluency Framework & Foundations; Claude 101 (2026) | Google Data Analytics Certificate (2023) | Google / Coursera - Foundations of Cybersecurity (2023) | Infusionsoft Certified Sales & Marketing Expert (2013, headquarters training)

Earlier credentials include Google AdWords, DigitalMarketer Certified Customer Acquisition Specialist, HubSpot Email Marketing, and HasOffers Qualified User: Ad Network.