

JEFF LITHERLAND

Marketing and CRM Operations Leader | Salesforce Marketing Automation
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SUMMARY

Marketing and CRM operations leader building the workflows behind revenue — marketing automation, lead generation, and integrated CRM platforms. Salesforce certified administrator with 13+ years of Salesforce, integrations, and marketing automation that drove 520 qualified leads per month and supported \$5M-to-\$60M in growth.

EXPERIENCE

Bluewater Battery Logistics, LLC – Marketing & CRM Operations Specialist – Santa Barbara CA

Nov 2025 – Jul 2026

- CRM operations and marketing automation after joining as a consultant (Nov 2025–Jan 2026) and converting to a full-time role.
- Administer Zoho CRM — data model, workflows, and cross-platform integrations connecting sales and marketing systems.
- Built AI-assisted sales automation and email sequences (Claude Cowork) to accelerate lead follow-up and reduce manual data entry.

Global Power Supply, LLC – Director of Marketing – Santa Barbara CA

Oct 2012 – Jul 2025

- Built the marketing function from zero to a 3-person team with an \$800K annual budget, supporting company growth from \$5M to \$60M in revenue.
- Increased monthly web traffic from 3,000 to 35,000 users and grew the email list from 48,000 to 220,000 contacts.
- Generated 7,159 web-form conversions and 3,427 tracked calls in 2024, averaging 520 qualified Salesforce leads per month.
- Administered Salesforce (Sales Cloud, Pardot/Account Engagement, Conga, Maps) for 10+ years — flows, training, and release management.
- Managed technical SEO and paid media (Google Ads, GA4, Bing, LinkedIn, Meta) with weekly KPI dashboards built in Salesforce.
- Integrated Salesforce, NetSuite, MySQL, LiveChat, and WooCommerce via Zapier and Mulesoft — built 20+ automated workflows for lead routing, inventory sync, and order management.
- Designed and maintained the company WordPress/WooCommerce site including PHP, JavaScript, CSS, and schema customization.

- Supported trade shows, booths, outside sales teams, and printed collateral across California, Nevada, West Texas, and North Dakota.

The Territory Ahead (Cornerstone Brands) – E-Commerce Design Manager – Santa Barbara CA

2008 – 2012

- Designed and shipped weekly e-commerce campaigns across multiple apparel brands — HTML emails, mobile-responsive microsites, and conversion-focused checkout UI. Delivered hundreds of production assets under tight deadlines in an agile environment.
- Delivered hundreds of mobile-responsive designs, HTML emails, microsites, and conversion UI for homepages, checkout, and promotions.
- Led rebranding and campaign-tracking initiatives adopted across Cornerstone sister brands (Frontgate, Ballard Designs, Grandin Road).

Media 27, Inc. – Web Producer & IT Support – Santa Barbara CA

- First employee of a startup agency; built custom PHP websites for 50+ clients and ran a film/digital photo studio for catalog production and offset printing.

SKILLS

CRM & Marketing Operations: Salesforce (Certified Administrator), Zoho CRM (Certified), Pardot/Account Engagement, Salesforce Flow, Salesforce Maps, Marketing Automation, Lead Generation, Email Marketing, Campaign Tracking

Integration & Analytics: API Integration (Zapier, Mulesoft), Process Optimization, KPI Dashboards, GA4, NetSuite, MySQL, SQL

Digital Marketing: SEO (Technical), SEM, Google Ads, Bing Ads, Social Media, B2B Marketing

Web & E-Commerce: WordPress, WooCommerce, PHP, HTML5, CSS3, JavaScript, Digital Storefront Management

Project Management: Agile, Cross-Functional Collaboration, Budget Management (\$800K)

Tools: Adobe Creative Suite, Canva Pro, Excel, Office 365, Git/GitHub

EDUCATION

B.A., Photography & Color Technology — Brooks Institute, Santa Barbara, CA
Certificate, Unix & Oracle SQL — University of California, Santa Barbara

CERTIFICATIONS

Salesforce Certified Administrator, 2025-2026