

Raymond Davis Johnson

San Francisco, CA | 972-977-2084 | davrayjohn@gmail.com | [linkedin.com/in/davrayjohn](https://www.linkedin.com/in/davrayjohn)

Highly skilled Marketing Operations and GTM Engineer with 11 years of proven experience driving revenue from top-of-funnel acquisition through closed-won opportunities. Expert in AI-powered GTM tooling, marketing automation, and full-funnel lifecycle programs. Drives marketing strategy and operations through actionable analysis, while serving as a partner to cross-functional teams.

Core Competencies

Account Based Marketing | Budget Management | Customer Journey Mapping | Conversion Rate Optimization | Data Analysis | Database Enrichment/AI Automation | Demand Generation/Demand Capture | Email Marketing | GTM Tech Stack Ownership | Integrated Campaigns | Lifecycle Marketing | Measurement/Reporting | Performance Marketing | Product/Sales-Led Growth | Project/Program Management

Technical Proficiencies

6Sense | Chili Piper | Clay | Claude | Domo | Excel | Gong | Google Analytics | Google Display | Google Search | Google Tag Manager | HubSpot | Keyplay | LinkedIn Campaign Manager | Marketo | Meta | Mixpanel | Nooks | Outreach | Qualified | Ringlead | Salesforce | SendGrid | Smartlead | SQL | Tableau | Unify | Vector | Warmly | Webflow | Workato | Zapier | ZoomInfo

Professional Experience

Fishbowl, San Francisco, CA

2025 – 2026

GTM Engineer & Marketing Operations

- Architected and owned the full GTM tech stack while driving company **ARR growth from \$45M to \$52M** with zero disruption across two leadership transitions.
- Implemented and managed Qualified as Fishbowl's AI-powered chat. Drove 427K+ website sessions, generating 340 total meetings booked, 252 opportunities, 60 won deals, and \$4.27M in total opportunity value with **\$1.18M in closed-won revenue**.
- Designed and launched AI-powered Abandoned Form Campaign. Resulting in 87 demo meetings booked, 41 replies, 17 opportunities, 3 won deals, and **\$76K in closed-won revenue from \$246K in total pipeline**.
- Built a custom Marketo MCP server**. Enabling Claude AI to query and manage Marketo assets, report on performance, and execute campaigns programmatically.
- Built **outbound and inbound lead enrichment scoring** model in Clay; writing back to Salesforce with full reporting suite for sales prioritization.

Anrok, San Francisco, CA

2024 – 2025

Marketing Operations & Lifecycle Lead

- Owned email marketing and performance marketing channels to help drive total revenue to \$12M, specifically **contributing 30% of all pipeline and closed-won revenue** through owned channels.
- Implemented a new email nurture program which **increased content downloads to demo requests from 3% to 11%**. Identified email domain issues and improved deliverability to 99%, open rates to 35%, while improving overall email domain reputation.
- Executed research and implementation of Clay, Chili Piper, and Unify for **inbound and outbound AI database enrichment**. Automating 100% of qualified demos, segmented round-robin lead routing, and intent/signal based campaigns.
- While owning paid search and paid social, **averaged \$2.5K and \$5.5K cost per qualified opportunity**, along with a \$840 and \$340 cost per lead, respectively.

Nfinite, San Francisco, CA

2022 – 2024

Growth Marketing and Operations Manager

- Led demand generation through multi-touch campaigns, data analytics and multiple acquisition channels **driving revenue to \$8M**.
- Migrated CRM system from HubSpot to Salesforce with ZoomInfo **implementation all within a 3-month period**.
- Implemented ABM program to high-value accounts driving **open opportunities with 40% of target accounts**.

Workyard, San Francisco, CA

2021 – 2022

Growth Marketing Manager

- First marketing hire**; grew revenue from \$0 to \$150K and launched full-funnel programs averaging 50+ monthly demos.

Fieldwire, San Francisco, CA

2020 – 2021

Marketing Operations Manager/Growth Marketing Manager

- Owned and operated Go-to-Market (GTM) tools, campaigns, reporting, and analysis helping **drive \$12 million in revenue**.
- Implemented onboarding framework across email marketing and in-product messaging. **Improved open rates 5%, engagement rates 10%, product engagement 5% and 2X MQLs**.
- Implemented analysis on performance marketing channels, **reducing spend by 50% and maintaining MQL volume**.

Salesforce, San Francisco, CA

2017 – 2020

Associate Industries Marketing Strategy and Operations Manager

- Led GTM coordination for comms, marketing planning, and revenue targets **executing a \$10M+ Industry Marketing budget**.
- Directed insights and reporting related to industry specific content campaigns which **contributed an average 15% of marketing-generated pipeline and increased customer visits to the blog by 17% year-over-year**.

Education

Stanford University, Palo Alto, CA

2014

Bachelor of Science in Management Science & Engineering (MS&E) – Concentration in Financial and Decision Engineering