

ZAC COFFMAN-MAGAHA

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DIGITAL MARKETING PROFESSIONAL

Marketing Operations and CRM professional with 7+ years of experience supporting enterprise email, SMS, push, and lifecycle marketing programs. Expertise in Salesforce Marketing Cloud, ActionIQ, Braze, SQL, and AMPscript with a strong background in audience segmentation, marketing automation, QA, and cross-channel campaign operations.

CORE COMPETENCIES

Salesforce Marketing Cloud (SFMC) | ActionIQ | Braze | Attentive | SQL | AMPscript | Journey Builder | Audience Segmentation | Marketing Automation | CRM Operations | Triggered Campaigns | Email Marketing | HTML/CSS | QA & Production Support | Cross-Channel Messaging

PROFESSIONAL EXPERIENCE

Shutterfly | Sept 2024 – Present

Sr. Marketing Operations Specialist I | Jun 2026 – Present

- Lead QA, deployment, and operational support for promotional, transactional, lifecycle, and triggered marketing programs reaching millions of customers across email, push, and SMS channels.
- Lead SQL-driven audience validation, segmentation, and reporting initiatives supporting enterprise CRM programs serving millions of customer interactions annually.
- Investigate and resolve complex audience qualification, suppression, deliverability, and campaign execution issues across SFMC, ActionIQ, Braze, and Attentive.
- Partner with CRM, Product, Analytics, and Engineering teams to improve automation workflows and marketing operations processes.

Marketing Operations Specialist II | Sept 2024 – May 2026

- Executed promotional, transactional, and automated marketing campaigns across email, push, and SMS channels.
- Managed audience segmentation, customer cohorts, and automation workflows to support personalized customer journeys.
- Supported campaign QA, deployment, and reporting initiatives across CRM programs.
- Collaborated with stakeholders to maintain campaign compliance, operational efficiency, and marketing best practices.

University of Tennessee (via TEKsystems) | Sept 2024 – October 2025

Salesforce Marketing Cloud Developer | Contract

- Developed SQL- and AMPscript-driven audience segmentation and personalization solutions supporting university-wide CRM initiatives.
- Troubleshoot Salesforce Marketing Cloud technical issues to stabilize and scale CRM operations.
- Partnered with CRM stakeholders to streamline workflows and accelerate campaign delivery.

360 Media Direct | Jan 2024 – Jul 2024

Email Marketing Specialist | Contract via Mondo

- Revamped email campaigns and templates, boosting engagement and retention.
- Drove conversions by managing email calendar and executing strategic A/B tests.
- Championed QA processes ensuring flawless cross-device campaign execution.

Aetna | Jul 2022 – Dec 2023

SFMC Engineer | Contract via Mondo

- Built dynamic HTML/CSS email templates and CloudPages for digital signing processes.
- Architected automations with SQL reporting to track sends, opens, and bounces.
- Implemented AMPscript personalization, driving a 30% YoY engagement increase.

AARP | Aug 2021 – Feb 2023

HTML Developer, Email Marketing (SFMC) | Contract via TEKsystems

- Developed responsive, personalized SFMC emails using AMPscript for rewards, subscription, and dynamic imagery.
- Managed customer journeys with Journey Builder, ensuring accurate and timely communications.
- Partnered with marketing to schedule campaigns and avoid channel overlap.

Earlier Experience

- National Association of Credit Management – **Email Marketing Specialist** (2020–2021)
- PayPal – **Compliance & Risk Automation Specialist** (2020); **Marketing Generalist, QA & Testing** (2017–2019)
- 123 Gaming Inc – **US Marketing/Social Media Manager** (2015–2017)
- DerbyJackpot.com – **Community Manager** (2013–2014)

EDUCATION

The Art Institute of York: Associate of Specialized Technology – Digital Arts