

LINH WIGGINS

BUSINESS STRATEGY MANAGER, MARKETING OPERATIONS STRATEGY

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STRENGTHS

- 🔗 **Strategic planning**
Annual priorities became practical quarterly plans after capacity, dependencies, and tradeoffs were made visible.
- 💬 **Executive communication**
Business reviews turned scattered updates into clear decisions. Leaders knew what needed attention next.
- 👥 **Cross functional alignment**
Partners across Finance, Data, Brand, and product found a shared operating rhythm for difficult work.
- 👤 **Operational coaching**
A direct report gained confidence through structured problem solving, experimentation, and thoughtful feedback.
- ♥️ **Customer centered analysis**
Customer and campaign signals shaped channel recommendations, helping teams balance detail with useful action.

SKILLS

Strategic planning

Marketing operations

Product marketing

Program management KPI design

Executive communication

Analytical problem solving

Influencing skills

Financial forecasting

Budget tracking

Performance reporting

Omnichannel marketing

SUMMARY

Marketing strategy and operations leader with 12 years of experience guiding complex cross functional initiatives across **consumer marketing**, **product marketing**, program management, and regulated financial services. Leads annual, quarterly, and monthly planning with clear priorities, capacity views, dependencies, decision records, and measurable outcomes. Partners with Brand, Finance, **Data and Analytics**, Communications, Human Resources, product, channel, and **marketing centers of excellence** to move work forward in matrixed environments. Manages forecasts, budgets, KPI frameworks, scorecards, business reviews, executive presentations, and operating forums. Brings advanced PowerPoint and Excel capability, practical AI tool use, customer empathy, and experience across mobile, web, email, text messaging, push, in app, and paid media. Builds playbooks, coaches structured problem solving, and turns performance insight into focused action that improves customer engagement and business execution.

EXPERIENCE

Vice President, Marketing Strategy and Operations

Meridian Consumer Bank 📅 May 2023 - Present 📍 Cincinnati, OH

Leads integrated **consumer marketing planning**, portfolio governance, finance coordination, **leadership communications**, platform work, enablement, and special projects. Coaches a direct report and partners across Brand, Finance, Data and Analytics, Communications, Human Resources, product, and channel teams.

- Connected annual priorities with quarterly capacity and dependencies, improving portfolio focus across consumer marketing.
- Governed **marketing intake** and decision records, giving leaders clearer tradeoffs across competing initiatives.
- Created lifecycle KPI scorecards spanning mobile, web, email, push, in app, text, and paid media.
- Managed forecasts and **budget tracking** with Finance, redirecting resources through timely performance reviews.
- Coached a direct report through **structured problem solving**, experimentation, **executive communication**, and practical AI tool use

Director, Marketing Program Management

Riverbend Financial Services 📅 February 2020 - April 2023 📍 Dayton, OH

Directed complex consumer marketing programs across product, analytics, channel, finance, and communications teams. Established operating routines that connected portfolio health, financial outlook, risks, decisions, and executive action across matrixed stakeholders.

- Directed consumer marketing programs across product, analytics, channel, **finance**, and **communications** partners.
- Established quarterly **business reviews** that connected KPI trends, financial outlook, risks, and decisions.
- Built reusable playbooks for intake, dependency mapping, documentation, escalation, and consistent delivery.
- Coordinated lifecycle initiatives across web, mobile, email, text, push, **in app**, and **paid media**.
- Translated performance and budget information into executive recommendations using advanced Excel and PowerPoint.
- Mentored program managers in **stakeholder influence**, experimentation methods, and simultaneous workstream delivery

Senior Manager, Product Marketing Operations

Lakefront Payments Group 📅 July 2017 - January 2020 📍 Cleveland, OH

Experimentation Operating models

AI tools

LANGUAGES

English

Native

Spanish

Intermediate

MY CAREER



- Vice President, Marketing Strategy and Operations at Meridian Consumer Bank (3.3 Years)
- Director, Marketing Program Management at Riverbend Financial Services (3.2 Years)
- Senior Manager, Product Marketing Operations at Lakefront Payments Group (2.5 Years)
- Marketing Strategy Manager at Oakline Marketing Partners (3 Years)

Managed product marketing operations for consumer payment experiences, with ownership of monthly planning, KPI reporting, executive reviews, financial tracking, and reusable delivery templates. Connected resource constraints with practical sequencing and launch learning.

- Managed cross functional **product marketing** initiatives supporting consumer payment experiences and channel priorities.
- Built **monthly planning** routines that clarified ownership, sequencing, dependencies, and resource constraints.
- Developed KPI reporting with analytics partners, turning performance movement into channel actions.
- Coordinated **executive presentations** and **business reviews** around concise decisions, risks, and next steps.
- Tracked spending and forecasts with Finance, keeping initiatives aligned with available resources.
- Created self service templates for briefs, status reporting, and post launch learning

Marketing Strategy Manager

Oakline Marketing Partners 📅 June 2014 - June 2017 📍 Columbus, OH

Led multi channel consumer marketing programs across digital, email, web, and paid media. Connected customer insight, campaign data, stakeholder coordination, executive reporting, and documented learning to support repeatable delivery.

- Led multi channel consumer marketing programs across **digital, email**, web, and paid media.
- Converted customer and campaign data into audience, channel, and message recommendations.
- Managed plans across creative, analytics, media, and account stakeholders under tight timelines.
- Prepared **PowerPoint business** updates and Excel analyses for senior stakeholder reviews.
- Documented campaign decisions and lessons learned, supporting repeatable practices across accounts.
- Resolved dependencies and maintained transparent delivery communication across stakeholders

PROJECTS

Consumer Lifecycle Scorecard 2023

Created a practical scorecard for lifecycle marketing across mobile, web, email, push, in app, text, and paid media. Connected channel performance with clear review conversations and resource decisions.

Marketing Intake Playbook 📅 2022

Built a reusable intake model with decision records, dependency mapping, escalation paths, and portfolio visibility. Helped teams bring clearer requests into planning conversations.

Consumer Payment Launch Operating Model 📅 2019

Developed monthly planning routines, executive review templates, and post launch learning practices for consumer payment initiatives. Gave partners a shared view of ownership, risks, and next actions.

LEADERSHIP & AWARDS

- Recognized by senior leaders for clear quarterly business reviews and decision focused executive presentations.
- Selected to mentor marketing operations peers through structured problem solving and experimentation practices.
- Received team recognition for building reusable playbooks that improved planning consistency and stakeholder clarity.

EDUCATION

Bachelor's Degree in Marketing

Ohio State University 🎓 GPA: 4.0 📅 2014 📍 Columbus, OH

Coursework: Strategic marketing, consumer behavior, marketing analytics, integrated communications

CERTIFICATIONS

- Project Management Professional 📅 2021
- Certified Marketing Operations Professional 📅 2020
- Microsoft Excel Expert 📅 2019

TECHNICAL SKILLS

- **Planning Tools:** Annual planning, Quarterly planning, Monthly planning
- **Marketing Platforms:** Mobile, Web, Email
- **Messaging Channels:** Text messaging, Push, In app
- **Media Operations:** Paid media, Lifecycle marketing, Omnichannel marketing
- **Financial Analysis:** Forecasting, Budget tracking, Excel
- **Executive Reporting:** PowerPoint, Scorecards, Performance reporting
- **Program Management:** Portfolio management, Intake management, Dependency mapping
- **Operating Models:** Playbooks, Decision documentation, Business reviews
- **Analytics Methods:** KPI frameworks, KPI targets, Structured problem solving
- **Marketing Methods:** Experimentation, Consumer marketing, Product marketing
- **Collaboration Systems:** Cross business forums, Enablement, Leadership communications

PROFESSIONAL AFFILIATIONS

- Marketing Operations Mentoring Circle, Mentor, 2022 - Present
- American Marketing Association, Professional Member, 2016 - Present
- Financial Services Marketing Association, Member, 2020 - Present

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST