Melinda “Mindy” Peters

Marketing Operations & Automation Manager

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PROFESSIONAL SUMMARY

Versatile marketing and technical operations professional with **14+ years** stepping in wherever a fast-growing digital business needs coverage — marketing automation, web development, customer support, or project delivery. Built and ran the systems behind a **$5M+** digital education business (**90,000+ subscribers**, 1,000-member community), moving fluidly between hands-on execution (WordPress builds, live customer troubleshooting) and system-level ownership (automation, segmentation, platform migrations). Fluent across the tools agencies run on — Kit, Zapier, WordPress, Circle, GA4/GTM — with a track record of being the person teams trust to fill the gap, not just run one lane. Currently expanding AI/automation skills through a hands-on AI Maker bootcamp.

CORE COMPETENCIES

Marketing Automation & CRM: Kit (ConvertKit), Salesforce Marketing Cloud, Zapier, lifecycle segmentation, RightMessage, Deadline Funnel

Client & Project Operations: Cross-functional stakeholder management, launch management, platform migrations, vendor coordination, QA

Web & Analytics: WordPress (HTML/CSS), Google Tag Manager, Google Analytics 4, Google Looker Studio, Baremetrics, SEO

Community & Commerce Platforms: Circle, Teachable, Stripe, Manychat

AI & Emerging Tools: ChatGPT, Claude, AI-assisted content workflows (in progress: Codecademy AI Maker bootcamp)

PROFESSIONAL EXPERIENCE

Head of Data & Technology | *SPI Media LLC dba Smart Passive Income* Apr 2023 – May 2026

- Directed marketing systems and technical operations for a **$5M+** digital education business, owning lifecycle data integrity for **90,000+ active subscribers** and **9,000+ lifetime paying customers**.
- Led two full WordPress redesigns end-to-end with external design/dev vendors — from vendor coordination through QA and launch — plus two full-site content audits spanning hundreds of pages and thousands of posts.
- Implemented Google Tag Manager and GA4 across the website and checkout flow, building ecommerce and sales-attribution reporting that tracked **$80,000 in MRR**.
- Owned QA and execution for a full community-platform migration on Circle, coordinating directly with the vendor's support team and safely migrating Stripe payment tokens for the full member base.
- Built and managed lifecycle marketing automation for the internal marketing team, supporting product launches, event registrations, customer segmentation, and personalized landing page experiences.
- Piloted AI-assisted content production workflows (Poppy, Claude, ChatGPT) to speed up team output.

Solutions Manager | *SPI Media LLC dba Smart Passive Income* Jan 2019 – Apr 2023

- Served as the direct technical point of contact for customers, delivering live troubleshooting and creator education on email automation and community-platform workflows (Kit, Circle).
- Led the launch of a new paid membership community on Circle, designing the end-to-end workflow for payment/subscription management, access control, and member benefits — scaled to **1,000 paid + 10,000 free members**.
- Managed a digital course platform of **15+ courses and $5M+ in sales**, owning content layout, landing pages, customer segmentation, data collection, and promotional event registration.
- Managed landing page and checkout operations for a **400-attendee** conference, providing live technical support to attendees throughout the event.
- Contributed to a site-wide redesign and content audit covering eleven years of blog content for SEO and relevancy.

Senior Producer (Agency-Side, Client: Smart Passive Income) | *Winning Edits* Jun 2016 – Dec 2018

- Delivered agency marketing-operations services to a creator-education client, implementing email segmentation, automation, landing pages, and checkout systems.

- Flexed across marketing, web, and support functions for agency clients: managed Amazon KDP self-publishing accounts, provided email-based customer support for a client's WordPress plugin product, and built out its knowledge base and tutorial video library.
- Led team production and QA for **800+** client blog posts on a recurring content program.

Freelance Marketing & Operations Consultant | *More Time To Write* Jul 2012 – Jun 2016

- Subcontracted to Winning Edits, led a full email marketing platform migration to Kit (ConvertKit) for client Smart Passive Income.
- Provided audio/video editing, marketing support, and copy editing across multiple independent-creator client accounts.

Business Support Manager | *The Hub Meeting and Event Centers* Sep 2009 – Jul 2012

- Managed payroll, employee onboarding, and worker's compensation claims.
- Supported business operations, accounts payable, and vendor contracts.

Sales Coordinator & Assistant to the CEO | *The Hub Meeting and Event Centers* Jan 2007 – Sep 2009

- Prepared client contracts, conducted client tours, and participated in discovery and documentation of client needs.
- Acted as key manager of the customer and meeting space database, including troubleshooting all technical issues.

Meeting and Event Coordinator | *Nonprofit Solutions* Apr 2005 – Mar 2006

EDUCATION & PROFESSIONAL DEVELOPMENT

B.S.B., Marketing — University of Minnesota, Carlson School of Management

AI Maker: Learn to Build with AI Tools — Codecademy Bootcamp (expected completion Aug 2026)