

Michael Hobley

MARKETING TECHNOLOGY DIRECTOR

League City, TX · Remote · [linkedin.com/in/michaelhobley](https://www.linkedin.com/in/michaelhobley)

PROFESSIONAL SUMMARY

Marketing technology leader with 15+ years of enterprise-scale experience building, managing, and optimizing the platforms and tools that make marketing work. Experienced leading and directing marketing technology teams, bridging marketing and IT, driving platform adoption, and engineering custom solutions when off-the-shelf tools fall short. Deep hands-on expertise across email automation, social media intelligence, CMS, analytics, data governance, and CRM-adjacent systems, with a track record of making complex technology accessible to non-technical users at global scale. Platform-agnostic by nature, with the ability to quickly adopt and master new marketing technology stacks.

CORE COMPETENCIES

MarTech Platforms

Acoustic Campaign, Sprout Social, Optimizely, Google Ads, Google Analytics 4

Disciplines

Email Marketing Automation, Email Compliance (GDPR, CASL, CAN-SPAM), Social Media Technology, CMS Management, Marketing Analytics, Data Governance, Platform Governance, User Adoption & Training

Technical

HTML, CSS (Bootstrap 4/5), JavaScript/jQuery, SQL, REST API Integration, Custom Application Development

Design Tools

Adobe Photoshop, Adobe Illustrator, Responsive HTML/CSS

AI Tools

ChatGPT, Claude, Codex, Midjourney

Tools & Systems

Microsoft Dynamics, Salesforce CRM, Tibco Scribe, Google Ads, Google Analytics 4

Leadership

Cross-functional Team Leadership, Stakeholder Management, MarTech Center of Excellence Operations, KPI/SLA Development, AI Integration Initiatives

PROFESSIONAL EXPERIENCE

Intertek

Director, Digital Engagement Applications

Jul 2024 — Present

Remote

Platform Governance & ROI

- Established and maintained data governance standards across email marketing operations, including structured user provisioning workflows, audience validation protocols, list hygiene practices, and sender reputation management, improving deliverability from 85% to 98%.
- Tracked and reported on MarTech stack efficiency through platform usage metrics, cost avoidance analysis, and productivity improvements, delivering \$75k in annual cost savings and \$150k+ in avoided platform licensing costs through custom-built tooling.

- Actively integrate AI tools including ChatGPT, Claude, and Codex into marketing technology development workflows, accelerating custom application builds and automating repetitive processes.

Email Marketing Technology

- Continued development and enhancement of a custom branded drag-and-drop email builder, with a next-generation version currently in progress, eliminating the need for responsive HTML skills among 400+ global marketing users.
- Developed a comprehensive reporting dashboard delivering executive-level performance summaries by country, region, and business line alongside granular single-mailing analytics.
- Engineered an automated approval and audience-alert system flagging sends exceeding 100,000 contacts, reducing the risk of costly audience errors at scale.

Social Media Technology

- Integrated Sprout Social's API to sync performance data for 125+ profiles across LinkedIn, Facebook, Instagram, and X into a centralized database, replacing manual reporting and eliminating Hootsuite licenses, saving an estimated \$75k annually.
- Built a full social intelligence application providing high and micro-level views of performance, follower growth, and engagement trends across all profiles and time periods.
- Developed a self-serve content creation, submission, approval, and library system enabling global marketers to produce and reshare on-brand content independently, avoiding an estimated \$150,000+ in annual platform costs.
- Led a creative team of 8 to produce 400+ original social posts for the You'll Be Amazed global brand campaign, collaborating with brands including Nike and PopMart.

Web and CMS

- Played a central role in migrating 25,000+ pages from Ektron to Optimizely, building page templates, cleaning content, and ensuring accessibility standards throughout.

Intertek

Manager, Digital Email Marketing

Sep 2011 — Jul 2024

Remote

- Established Acoustic Campaign as the enterprise email platform of record, growing adoption to 300+ users across 40+ countries with structured onboarding, training programs, and ongoing tier-1 support.
- Designed and built a branded drag-and-drop email builder with custom templates and components from the ground up, serving as the foundation for the system still in active development today.
- Built custom social performance dashboards prior to Sprout Social adoption, establishing the analytics infrastructure that evolved into the current social intelligence platform.
- Reorganized Intertek's social media operations and laid the structural groundwork for the centralized multi-platform management approach used today across 125+ profiles.
- Oversaw data sync configuration between Acoustic Campaign and both Microsoft Dynamics and Salesforce via Tibco Scribe, developing hands-on understanding of CRM data flow, field mapping, and audience segmentation logic across two enterprise platforms.
- Implemented data governance standards across the email platform including structured onboarding workflows, user provisioning controls, audience segmentation rules, and list hygiene practices, increasing deliverability from 85% to 98% and average open rates from 16.5% to 24.5%.

Hart Energy

Web Communications Manager

Feb 2010 — Sep 2011

Houston, TX

- Managed the migration of Hart Energy's email marketing platform from Informz to Silverpop, transitioning a database of 400,000+ contacts and training users across multiple role levels.

- Redesigned and optimized the majority of Hart Energy's marketing emails, contributing to a 20% improvement in open rates and a single-month product conversion increase of \$30,000.
 - Spearheaded the implementation of a cross-site advertising reporting system tracking campaigns across 7 properties, providing advertisers with automated, self-serve performance reporting.
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Rigzone.com

Web Developer / Advertising Manager

Jun 2006 — Oct 2009

Houston, TX

- Led the redesign of Rigzone.com in collaboration with upper management and the design team, establishing site architecture and design specifications.
 - Designed and built a real-time advertising reporting system serving Fortune 500 clients across five websites, replacing a manual reporting process with automated, self-serve campaign visibility.
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EDUCATION

University of Phoenix

Master's Degree, Information Technology · 2006 – 2008

University of Phoenix

Bachelor's Degree, Information Technology · 2003 – 2005

CERTIFICATIONS

- Google Ads Search Certification, Skillshop (Active, expires Oct 2026)
- HubSpot Email Marketing Certification, HubSpot Academy (Active 2025)
- Sprout Social Certifications, Sprout Social Academy (Active 2025)
- IBM Watson Campaign Automation, Professional, IBM (2017)