

Jessica Bargaenquast

AI Workflow Consultant · Marketing Operations Leader · B2B SaaS

Phoenix, AZ

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Marketing Operations leader with 15+ years driving workflow transformation at enterprise SaaS companies. Increased creative team productivity 80% through process redesign and technology implementation, delivering the same outcome AI agent consulting promises. Now specializing in AI agent workflow design: translating business operations into intelligent automations that eliminate manual work and scale team output.

80%

PRODUCTIVITY
INCREASE

15%

FASTER DELIVERY

94%

ON-TIME COMPLETION

1,000+

MEMBERS BUILT

55%

TRAFFIC INCREASE

473%

YOY FOOT TRAFFIC

EXPERIENCE

Program Manager & Creative Operations Lead

Apr 2019 – Present

Blue Yonder · Scottsdale, AZ

- Architected and implemented an agency operating model for Creative Operations, mapping end-to-end workflows, eliminating redundancies, and standardizing processes, resulting in an 80% increase in team efficiency and 15% faster project delivery. Foundation for current specialization in AI agent workflow design.
- AI & marketing technology implementation: evaluated, deployed, and drove adoption of AI-powered tools across marketing operations, including AI copywriting automation, project management systems (Wrike), and campaign intelligence platforms (6sense, Canva), reducing manual work and improving team output across cross-functional teams.
- End-to-end program management: led large-scale projects across Marketing, Sales, Product, and Customer Success, managing deadlines, budgets, resource allocation, and KPI reporting in a fast-paced enterprise SaaS environment.
- Change management & team enablement: directed a project management team of four, spearheading change management initiatives and cross-training on key marketing platforms, including successful rollout of new AI and automation tooling.
- Data-driven insights: delivered KPI reporting and analytics to optimize creative production, campaign performance, and pipeline growth, translating complex data into actionable business decisions for senior leadership.
- High-volume delivery & revenue alignment: directed 20–30 concurrent weekly projects while partnering with Revenue Operations and Sales to improve lead scoring and follow-up processes, connecting creative output directly to pipeline (Wrike, Salesforce).

Founder & CEO

Jun 2019 – Dec 2024

Lady ChangeMakers · Remote

- Built and operated a full-stack digital business from zero, independently designing all marketing automation workflows, customer acquisition funnels, and content operations, growing from 50 to 1,000+ marketplace members and executing a sold-out founding member launch.
- Executed data-driven SEO and multi-channel campaign strategies using GA4, Google Search Console, and SEMRush, achieving significant organic growth and delivering actionable analytics reporting.
- Designed and managed multi-touch ABM and social digital campaigns that increased member visibility and revenue, demonstrating end-to-end ownership of marketing operations without a supporting team.

Director of Operations

Jul 2018 – Apr 2019

Treehouse Communities · Phoenix, AZ

- Directed cross-functional teams across training, inventory, and policy, improving interdepartmental processes and implementing a company-wide project management system to increase operational efficiency.
- Managed budget planning for 300+ properties, aligning operational and marketing strategies to support strategic growth goals.
- Developed a company-wide training program creating consistent systems and processes across all departments.

MH Western Region Sr. Marketing Specialist

Jan 2017 – Jul 2018

Equity LifeStyle Properties · Phoenix, AZ

- Developed strategic marketing plans and budgets for 100+ properties, independently proposing and executing campaigns that drove leads and increased home sales.
- Conducted marketing training and webinars to educate internal teams on new tools, strategies, and best practices, a skill directly transferable to AI adoption rollouts.
- Delivered event management and vendor collaboration, ensuring seamless execution of regional marketing initiatives.

SKILLS & TECHNOLOGY

AI & Automation

- AI workflow design & process automation
- AI copywriting & content tools (enterprise)
- No-code agents: n8n, Make, Zapier AI
- Microsoft Copilot, Copilot Studio
- Prompt engineering (Claude, ChatGPT, Gemini)

Operations & Leadership

- Program & project mgmt (PRISM certified)
- Change management & tech adoption
- SOP development & workflow optimization
- Cross-functional team leadership
- KPI reporting & data-driven decisions

Marketing Technology

- Wrike, Asana, PM platforms
- 6sense, Canva, HubSpot, Marketo
- GA4, Search Console, SEMRush
- SEM/SEO, paid media, email, events

Business & Consulting

- Independent business ownership
- Budget management (300+ properties)
- Client & stakeholder communication
- B2B SaaS, supply chain, real estate

EDUCATION & CERTIFICATIONS

University of Arizona · Tucson, AZ — Bachelor of Science in Business Administration

Claude 101, Anthropic Education	May 2026
Intro to Claude Cowork, Anthropic Education	Jun 2026
Wrike Analyze	Aug 2024
Google AI Essentials (Coursera)	IN PROGRESS
Microsoft Copilot Studio	IN PROGRESS

Claude Code 101, Anthropic Education	May 2026
AI Elite Mastery Certification, Wrike	Jun 2026
PRISM Certified, People & Team Leadership	7+ yrs applied
IBM AI Fundamentals	IN PROGRESS