

JASMINE A. GOODSAID

REPORTING & OPERATIONS MANAGER | PRODUCT MARKETING ENGINEER

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 D.C. Metro Area & Remote

Product-minded business operations and marketing technology leader with 8+ years of experience spanning SaaS product management, go-to-market strategies, client relations, and partnering with customer-facing teams to deliver measurable business value. Proven track record managing cross-functional rollouts of SaaS products. Expert in translating business strategy and analysis into consumer facing digital products. Thrives in rapidly prototyping AI-powered solutions and automating operational workflows. Currently in a MarTech role for a portfolio of 200+ B2B marketing agencies and small-business clients.

EDUCATION

B.B.A. Marketing

University of Texas *San Antonio*

Aug 2014 – Dec 2017

Full Stack Web Development

Austin Coding Academy

May 2023 – May 2024

SKILLS

Machine Learning Integrations:

Anthropic (Claude Cowork) | Gemini | LLM | Make | N8N | OpenAi (Chat GPT) | Perplexity | Prompt Engineering | Zapier

Web Development & Coding:

APIs | Bolt.new | CSS | Google AppScript | Google Tag Manager | HTML | JavaScript | LookML | sFTP | SQL | UI/UX

Data Management & Analysis:

AWS | Attribution Modeling | BigQuery | Data Studio | Google Analytics (GA4) | Looker Studio (Enterprise)

Paid Advertising:

ChatGPT | Google Ads | Google Business | LinkedIn | Meta | MNTN | Pinterest | Reddit | Snapchat | StackAdapt | TikTok

Product Marketing:

Agile Methodology | Client Onboarding & Support | Cross-Functional Coordination | Go-to-Market (GTM) Strategy | Lifecycle Management | Operations Management | Product Launch Management | Workflow Design & Automation

PUBLIC SPEAKING

Measuring SEO ROI with GA4

NADA (National Automotive Dealer’s Association)

Feb. 2026 | Las Vegas, NV | [Click Here](#)

Insights for SEO in Google’s LookerStudio & GA4

Digital Dealer

Oct. 2025 | Las Vegas, NV | [Click Here](#)

SEO Insights in Google: LookerStudio & GA4

Texas Independent Automotive Dealer’s Association

Jul. 2025 | Grapevine, TX | [Click Here](#)

Decoding Google Analytics 4 for Car Dealerships

Dealers United

May. 2024 | Webinar | [Click Here](#)

Why Google Tag Manager is Crucial to Digital Ops

NADA (National Automotive Dealer’s Association)

Jan. 2023 | Las Vegas, NV | [Click Here](#)

Master Ad Tracking with Google Tag Manager

Digital Dealer

May. 2022 | Tampa, FL | [Click Here](#)

EXPERIENCE

Reporting & Operations Manager | Dealers United (D.B.A BuyerBridge)

Mar. 2024 – Present

Lead client operations, reporting strategy, and cross-functional projects for a portfolio of 200+ B2B automotive clients. Own customer lifecycle performance and technical integrations. Lead bi-weekly roadmap meetings. Partner directly with dev team to provide instruction on the rollout of SaaS products and features. Prototype Ai products, launch SaaS, own analytics, automate workflows, and translates customer problems into scalable solutions. Strategize and implement ongoing GEO and AEO (including Chat GPT ads) for clients.

- Managed the product rollout of enterprise-level BI dashboards.
- Managed the go-to-market product rollout of SaaS products (SEO Flow, VINFlow).
- Created a Claude artifact to ingest CRM data to create a shared client-onboarding task list that auto-updates HubSpot.
- Built a Claude artifact that crawls sites to find Google tags and reports results into a shared dashboard.
- Used Claude to create a playbook workflow that automated ad creative to live Facebook campaign deployment.
- Used N8N and Zapier to create an AI workflow to analyze Zoom meetings, rate efficacy, and email results to c-suite.

EXPERIENCE CONTINUED

Technical Lead | Dealer Online Marketing Group (D.B.A. Dealer OMG)

Jan. 2021 – Mar. 2024

Owned SaaS GTM, technical marketing operations, and B2B strategy for 130+ clients. Cross-functional team collaboration for the roll-out of SaaS products (vinAMP). Owned weekly scrum meetings.

- Built the company website using Divi/WordPress and managed ongoing SEO (Yoast & RankMath).
- Supported the go-to-market rollout of the vinAMP SaaS product
- Drove direct sales of product at industry conferences.
- Created automated HubSpot workflows to route website leads to email.
- Partnered directly with inventory feed providers (HomeNet & vAuto) to manage data delivery via sFTP.
- Queried DMV datasets using SQL within Google BigQuery.
- Configured custom website event tracking using JavaScript within HTML tags via Google Tag Manager.
- Led weekly roadmap meetings with dev team to launch vinAMP product

Senior Media Manager | Insignia Nexus (D.B.A. Insignia SEO)

Jun. 2020 – Dec. 2020

Owned multi-client digital experiences and managed agile-style teams. Managed the complete lifecycle of advertising product for 26 multi-vertical clients. Managed the digital ads buying (Facebook Ads, TikTok Ads, Snapchat Ads, and Google Ads), website (Wordpress & Shopify), SEO strategy (SEMRush, Ahrefs, & Google Search Console), and ongoing client support.

- Established the company as a Facebook Marketing Partner within 4 months.
- Promoted to Senior Manager in 90 days.
- Managed the team of Social Media Coordinators including performance reviews and weekly scrums.
- Created an automated workflow in Make (formerly Integromat) to route leads from Facebook to text.

Digital Strategist | Public Blueprint

Dec. 2019 – Jun. 2020

Translated customer needs into digital strategies and workflows. Directed multi-channel digital ad strategy for B2B political and legislative outreach clients. Managed paid ad strategy and execution across Facebook, Google, and LinkedIn and advise clients on digital strategy.

- Built a workflow to route WordPress-based leads to legislative outreach campaigns.

Performance Manager | Dealer Online Marketing Group (D.B.A.Dealer OMG)

Apr. 2019 – Dec. 2019

Owned client-facing reporting and strategy meetings for a portfolio of 100+ agency clients. Oversaw creative design, copywriting, performance monitoring, and budget management. Worked primarily with Facebook ads manager to create cross-channel social media ads.

- Managed the event planning and execution of the Profitability Summit at Meta's Austin headquarters.
- Created automated workflow to deliver Facebook leads into client CRMs using LeadsBridge.
- Managed 17 client accounts within the first 6 months.

Marketing Specialist | Texas Workforce Commission

Jan. 2018 – Apr. 2019

Launched a public-facing digital product (WorkInTexas) and measured market outcomes. Led end-to-end project management, from concept to delivery, of creative content for public-sector marketing projects and digital campaigns. Defined key performance indicators (KPIs) and associated tracking mechanisms. Supported the development of social media messaging, editorials calendars, monitoring, and scheduling. Held weekly scrum meetings.

- Managed the launch and UX/UI design of WorkInTexas.com, through cross-functional communication.
- Identified 8 areas of resolvable operational waste using Lean methodology.
- Assisted in saving \$3,000 in the first month through in-house photo editing (Adobe Photoshop).