

KARLA PADVA

MARKETING OPERATIONS & PROJECT MANAGER

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Strategic operations and marketing professional with 15+ years driving results across high-growth startups and established brands. Expert at building marketing funnels, executing digital campaigns, and optimizing processes through cross-functional collaboration and AI-powered automation. Thrives in fast-paced team environments, bringing both strategic thinking and hands-on execution across operations, marketing, and project management.

AREA OF EXPERTISE

Executive Partnership & Advisory	Strategic Planning & Forecasting	Stakeholder Communication
AI-Driven Process Optimization	Cross-Functional Team Leadership	Event & Experience Management
Workflow Automation	Digital Tools	Marketing Operations

KEY ACHIEVEMENTS

- Company Scaling.** Supported CEO through rapid company growth from 3 to 30+ team members at Revenue Accelerator, implementing operational frameworks and managing financial planning including P&L analysis and cash flow optimization.
- Acquisition Support.** Led comprehensive due diligence and integration planning for company acquisition, coordinating cross-functional workstreams and financial analysis.
- Marketing Impact.** Delivered 500% increase in marketing qualified leads for home builder client and drove 10x website traffic growth for B2B tech firm through strategic campaign planning and optimization.
- Olympic Games Coordination.** Contributed to 2010 Winter Olympic Games tourism initiatives at Destination Canada, coordinating cross-functional efforts to maximize Canada's global tourism profile during this marquee international event.

PROFESSIONAL EXPERIENCE

Marketing/Operations, Active Funnel, Palo Alto

Jan 2024 - Present

- Lead end-to-end marketing operations including brand development, campaign strategy, and digital advertising across Meta and TikTok platforms for diverse client portfolios.
- Design and build comprehensive marketing funnels from awareness through conversion, optimizing for lead generation and customer acquisition.
- Create branded assets and visual identities for clients, ensuring consistent messaging across all touchpoints and channels.
- Leverage AI-powered automation tools to streamline campaign management, content creation, and workflow optimization, increasing operational efficiency and scalability.
- Manage strategic partnerships and client relationships, coordinating cross-functional project delivery and maintaining strong stakeholder communication.
- Implement data-driven optimization strategies, analyzing campaign performance metrics to continuously improve ROI and business outcomes.

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PROFESSIONAL EXPERIENCE

Chief of Staff, Revenue Accelerator	Jan 2019 - Oct 2023
<ul style="list-style-type: none">• Served as right hand to CEO, managing day-to-day operations and strategic initiatives as company scaled from 3 to 30+ team members.• Owned financial operations including P&L analysis, cash flow forecasting, budget planning, and variance reporting during rapid growth phase.• Led company acquisition support, coordinating due diligence, financial analysis, integration planning, and cross-functional workstreams.• Built and managed global team operations across multiple time zones, including recruitment, onboarding, and culture development.• Drove operational efficiency initiatives that improved project delivery timelines and optimized resource allocation.	
Project Manager, Anstice	Feb 2018 - July 2020
<ul style="list-style-type: none">• Managed multiple concurrent client projects with complex stakeholder groups and competing priorities.• Delivered 500% increase in marketing qualified leads for home builder client through strategic campaign planning and execution.• Drove 10x website traffic growth for B2B tech client via data-driven digital marketing optimization.• Coordinated cross-functional teams including creative, technical, and account management resources.	
Sales and Marketing Specialist, Vega	Jan 2012 - June 2015
<ul style="list-style-type: none">• Implemented strategic product placement initiatives, boosting brand visibility and market share in major retail outlets across North America.• Launched comprehensive influencer marketing program, expanding brand reach to over 1,000 engaged members and building lasting partnership relationships.• Collaborated on integrated PR initiatives, achieving 30% sales increase through strategic pop-up shop activations and executive relationship building.	
Project Coordinator, Destination Canada	July 2008 - Dec 2011
<ul style="list-style-type: none">• Coordinated marketing and PR opportunities for Brazilian, Indian and Meeting & Incentive markets, working closely with destination marketing organizations across Canada.• Organized and led FAM (familiarization) tours across Canada for international media and tour operators in lead-up to 2010 Winter Olympic Games in Vancouver.• Contributed to 2010 Olympic Games tourism initiatives, coordinating cross-functional efforts to maximize Canada's global tourism profile working in partnership with DMOs and tourism business owners.	

EDUCATION/CERTIFICATIONS

BBA, Mount Royal University	May 2006
Digital Marketing Certificate, McMaster University	Dec 2018
Project Management Certification, PMI	Dec 2023