

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

- 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

- 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

- 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

- 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, Mc Master University

Dec 2018

Project Management Certification, PMI

Dec 2023