

NATE CASIMIRO

Marketing Operations Manager (Contractor) | OpenAI | Governance & AI Enablement

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SUMMARY

I'm Nathen (Nate) Casimiro, a senior individual contributor specializing in marketing operations, governance, and AI enablement. I lead complex work independently, connecting marketing teams with practical systems and clear operating requirements.

PROFESSIONAL EXPERIENCE

OpenAI | Marketing Operations Manager (Contractor) | 2026-Present

I support OpenAI as a Marketing Operations Manager (Contractor), operating as a senior individual contributor. I define role-based access and approval requirements for marketing teams, translating employee, contractor, and project-specific needs into IT requirements for group membership, provisioning, and exception handling.

Zillow Group | Marketing Operations Manager / Sr. Marketing Operations Specialist | 2021-2026

Operated at senior manager level.

- Standardized intake and project tracking in Jira, with documented planning, QA, and launch handoffs.
- Optimized inferred-search email in 2024: 35% lower send volume and 3% more rental submissions, as reported in my manager's annual evaluation.
- Led a team that resolved nearly 600 Jira tickets in 2024; its paid email products generated nearly \$800k that year.
- Coordinated Databricks workspace and data access with Data Product and wrote self-service guidance for Marketing Ops.

Simpleview | Digital Marketing Strategist to Marketing Operations Manager | 2014-2021

- Worked on shared project planning and marketing workflows.
- Featured in CoSchedule's customer story about the team's improved project delivery and stakeholder coordination.
- Promoted twice.

Freelance Marketing & Web Development | 2014-2020

Designed and delivered websites and marketing support for small businesses.

WICN Public Radio | Marketing Intern | 2013-2014

SERVICE

Arizona Army National Guard | Sergeant (E-5), Multichannel Transmission Systems Operator | 2019-2025

Network communications and team coordination. Three Army Achievement Medals; Army Cyber Center of Excellence Honor Graduate (2020).

City Year Los Angeles / AmeriCorps | Corps Member | 2009-2010

1,900+ service hours.

EXPERTISE

AI and governance: AI-native workflow patterns, taxonomy, documentation, software ownership, and cross-functional decision-making.

Marketing operations: Operating models, intake, prioritization, sprint planning, QA, and delivery.

Lifecycle and automation: Customer journeys, segmentation, preference management, and campaign workflows.

Data and connected systems: CRM/CDP integration, audience activation, data flows, reporting, and access practices.

Tools used include Jira, Airtable, Monday.com, Iterable, HubSpot, Salesforce, Formstack, Databricks, Hightouch, Looker, and Tableau.

EDUCATION AND CERTIFICATION

B.A. Interactive Media, Becker College | 2010-2014

Concentration in Computer Application Design

Nielsen Norman Group UX Certification | 30+ hours of advanced UX training

SPEAKING AND RECOGNITION

Speaker, Iterable Activate Summit 2022: Connect & Collect

StreetEasy team: 2021 Iterable Expie Award, Best Use of Data

AAF Tucson ADDY Award, 2017

PUBLIC WORK

Iterable session recap: <https://iterable.com/blog/activate-summit-na-deep-dive-streeteasy/>

CoSchedule Simpleview customer story: <https://coschedule.com/customer-stories/simpleview>

Iterable team award announcement:

<https://iterable.com/blog/announcing-the-winners-of-the-iterable-expie-awards/>