

# SAAS WORKPLACE MANAGEMENT PLATFORM | HYBRID MARKETING & OPERATIONAL EXECUTION

(Case Study)  
Agilquest | Richmond, Virginia

2017–2019



## WORK SCOPE

Managed hybrid marketing and operational initiatives for a SaaS workplace management platform, overseeing digital asset production, client onboarding, and coordination among marketing, product, and service delivery teams.

Developed structured onboarding, training, and adoption content to help users understand and engage with the platform from rollout through ongoing use.

## AT A GLANCE

- ✓ Aligned marketing and onboarding content with implementation milestones to ensure consistent rollout, clear communication, and a cohesive customer experience.
- ✓ Coordinated inputs from marketing, product, service delivery, and platform architecture teams, establishing feedback loops to improve execution and reduce friction during onboarding and campaign delivery.
- ✓ Managed end-to-end production of digital marketing assets and campaigns, ensuring accuracy, consistency, and alignment across customer touchpoints.
- ✓ Reported user behavior and feedback to product and platform teams, supporting UX improvements and more effective customer journey design.
- ✓ Developed repeatable content workflows and review processes to increase production speed, maintain quality, and support scalable content delivery.

## IMPACT

- Increased user adoption and reduced onboarding time by approximately 25%.
- Improved alignment between marketing content and onboarding processes, enhancing the user experience.
- Streamlined content production workflows, increasing efficiency and consistency.
- Strengthened cross-functional collaboration by implementing structured communication and feedback systems.