

CREDENTIAL OVERVIEW

Certified Marketing Operations Professional

Level 1 — CMOP

This credential certifies that the holder has completed the Level 1 CMOP program and demonstrated foundational competence across the core operating disciplines of modern Marketing Operations. It is the industry's first Marketing Operations certification, issued by MarketingOps.com — the community-led platform for Marketing Operations professionals — and validated by its advisory board.

WHAT THIS CREDENTIAL VALIDATES

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| 1 Marketing Strategy & Campaign Operations
Campaign lifecycle & planning, briefs and intake, QA and launch across email/events/channels, SLAs & effort estimation. | 2 Technology & Data Management
Managing the martech stack, core B2B systems, data literacy & governance, integrations and automation. |
| 3 Reporting & Analytics
Metrics hierarchy, dashboards, attribution fundamentals, data storytelling, and reporting governance. | 4 GTM Cross-Collaboration
Lifecycle alignment, SLAs, lead scoring, shared KPIs, and sales enablement across Marketing, Sales & Revenue. |
| 5 Finance Foundations for Marketing Ops
GTM financial flow, CAC / LTV / ARR & unit economics, budgeting & variance, and marketing ROI. | ✓ Assessed throughout
Comprehension is checked at every step, with gated progression so the credential reflects real mastery. |

HOW IT'S EARNED

Awarded on completion of all five modules and passing scores on each module's checkpoint quizzes and final quiz, plus the **Level 1 Final Exam**. Progression is gated — learners advance only after demonstrating comprehension at each stage.

ISSUED & VALIDATED BY

MarketingOps.com — a 3,500+ member community of Marketing Operations professionals. The curriculum is shaped and endorsed by an advisory board of practitioners and leaders, including **Scott Brinker**, **Darrell Alfonso**, **Naomi Liu**, and others.

Verify the authenticity of this credential using the verification link on the certificate.

CMOP • LEVEL 1