

CHERYL WOJCIK

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SUMMARY

Results-driven marketing professional recognized for developing and executing marketing strategies, programs and tactics which deliver revenue and profits. A proven track record of effectively marketing and promoting an organization through digital and traditional methods including email campaigns, brand awareness, sales tools, PR, and event management. Extraordinary verbal and written communicator, with the ability to work in a team environment while being self-motivated.

Demonstrated areas of expertise include:

Channel and Field Marketing
Demand Generation Campaigns

Event Management
Collateral Development

Digital Marketing
Market Research

PROFESSIONAL EXPERIENCE

ATOS, Information Technology and Services Industry

2016 - 2018

Field Marketing Manager – Irving, TX

Responsible for developing and managing field demand generation programs and campaigns to build awareness, drive and nurture leads, and accelerate existing opportunities. Communicated and collaborated with North America sales teams and worked with global marketing team to drive successful regional programs and events.

- Planned and executed participation in major industry events/trade shows, including pre-event coordination, on-site branding, speaking opportunities and media outreach.
- Served as primary liaison between strategic industry partners (IBM, Intel, Cisco, Dell EMC) and collaborated on co-branded marketing initiatives and budgets.
- Coordinated with the global marketing team, internal design agency, and external agencies to deliver marketing communications including sales collateral, videos, webinars, presentations and social media publishing.
- Leveraged social media to raise awareness and further promote the North America market presence at various events.
- Accurately measured pipeline, campaign effectiveness and ROI by providing comprehensive reports and summary dashboards to upper management.

Software Tools- CRM: Salesforce, MARKETING AUTOMATION: Eloqua, WEBINARS: GoToWebinar, WEBSITE: WordPress

DB SPECTRA, Telecommunications Industry

2013 - 2015

Marketing Manager – Lewisville, TX

Owned the company marketing strategy and implementation by developing integrated marketing programs to increase brand awareness and drive revenue. Managed advertising contract and schedule, web site contractor and all other marketing vendors.

- Designed and distributed all product collateral, catalogs, datasheets and technical documentation following the procedures according to the ISO9001:2008 certification requirements.
- Planned and executed all web, SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Managed planning, promotion, logistics and follow-up for trade shows and customer events, including booth design, pre-show and post-show email communications and lead generation activities.
- Coordinated and worked as liaison between Product Managers, Sales, Applications Engineers and Customers to meet current and future company goals.

Software Tools- CRM: Salesforce, SURVEYS: Survey Monkey, WEBINARS: GoToWebinar, WEBSITE: WordPress

SOUND SURGICAL TECHNOLOGY, a subsidiary of Solta Medical – Medical Device Industry

2011 - 2013

Marketing Manager – Lead Generation – Denver, CO

Designed and developed product positioning, promotional and advertising strategies to assist in the creation of new sales opportunities of surgical and non-surgical medical devices for the aesthetic market. Responsible for creating messaging content and managing the development and distribution of promotional and collateral materials to support the 23 direct sales associates, 4 sales managers, inside sales, customer service and marketing.

- Managed planning, promotion, logistics and follow-up of live events, including monthly webinars, physician workshops and medical association symposiums.
- Selected and attended large annual trade shows, developing promotional strategy and logistical plans. Created pre-show and post-show materials, coordinated sales team support generating 6-10 qualified leads per event.
- Measured and reported performance of all digital marketing campaigns and assessed against goals (ROI and KPIs).
- Collaborated with sale associates and managers, key physician thought-leaders and product champions to develop value-added programs and materials. Responsible for evaluating the effectiveness of sales tools in the field to determine the need for additional support tools and keep current on industry trends.

Software Tools- CRM: Landslide, EMAIL: Vertical Response, EVENT MANAGEMENT: Event Bright, SURVEYS: Survey Monkey, WEBINARS: GoToWebinar, WEBSITE: WordPress

MOTOROLA, INC – Information & Technology Services Industry

2006-2009

Area Marketing Manager - Denver, CO

Managed channel and field marketing for a 14-state territory playing a significant role in revenue earned, totaling \$34.8 million targeting retail, manufacturing and healthcare industries. Defined and managed demand generation and brand marketing campaigns with over 30 key business partners within the Motorola PartnerSelect program. Analyzed and prioritized disbursement of \$250,000 in Market Development Funds to build pipeline and create brand awareness for PartnerSelect businesses.

- Provided lead generation support to a 10-person territory sales team and five-person channel sales team.
- Maintained and utilized CRM system (Salesforce.com) to ensure data quality and efficiency.
- Developed and distributed monthly e-Newsletters promoting product campaigns, training events and regional marketing initiatives.
- Directed all logistics for Motorola Mobile Briefing Center in 21 cities, resulting in 2000 attendees to Motorola product demonstrations.
- Managed Technical Forum Road Shows in four West area cities, resulting in the technical education of approximately 550 resellers and a 25% increase in customer satisfaction and improved executive level communications.
- Developed and promoted Motorola Partner Marketing Webinar Series reaching over 5,000 North America reseller partners each month.
- Managed video case study development with customers such as DelMonte, Sunsweet, Baylor Health Care and Richo increasing enterprise product awareness in the marketplace.

Software Tools- CRM: SalesForce.com, EMAIL: Elateral.com, EVENT MANAGEMENT: Event Bright, SURVEYS: Survey Monkey, WEBINARS: GoToWebinar

VERINT VIDEO SOLUTIONS, Denver, Colorado

2002-2005

Marketing Communications Manager

Successfully implemented solutions-driven marketing and sales outreach programs for this business-to-business global leader in security intelligence solutions for enterprise and government markets. Collaborated with a 25-person sales team to integrate marketing and lead management maximizing conversions of leads to revenue.

- Managed and executed all facets of corporate marketing initiatives including collateral development, web content, direct mail, e-mail marketing, trade shows, executive meetings, webinars and alliance marketing programs. Responsible for ROI on an annual marketing budget of \$500,000.
- Directly responsible for event management and development of sponsorship strategy for 23 annual corporate trade shows including NRF Big Show, ISC West and ASIS, resulting in approximately 500 leads per event. Implemented booth design, layout and managed show services. Designed pre-show and post-show marketing materials including direct mail, email and lead distribution.

TACTICAL MARKETING VENTURES, Denver, Colorado

Channel Marketing Analyst

Developed strategic and tactical go-to-market plans for early stage software, hardware and e-commerce companies aimed at increasing awareness, generating leads, sales revenue and achieving business objectives.

ENTERPRISE RESEARCH, Denver, Colorado

Senior Marketing Research Manager

Managed all aspects of marketing research projects selecting the appropriate research methodology and supporting techniques to meet a defined business objective for clients including Nextel/Sprint, Qwest Communications and other Colorado businesses.

EASTWIND AIRLINES, Greensboro, North Carolina

Marketing Manager

Created and implemented marketing strategies for a start-up airline operating jets with six daily round trips on the east coast. Developed marketing and sales collateral, advertising materials, technical documents, press releases and multimedia presentations. Established interline travel programs and managed relationships with other participating airlines.

EDUCATION

Bachelor of Business Administration, Marketing & Management, Baylor University, Waco, Texas

TECHNICAL SKILLS

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| ● MS Windows and Office | ● Photoshop | ● GoToWebinar |
| ● SalesForce.com | ● Illustrator | ● Eloqua |
| ● WordPress | ● In Design | ● Proficient in Mac and PC |