

Profile

Results-focused marketing manager with a thorough understanding of brand messaging, sales enablement, social media & content marketing, customer engagement, and product launch strategies. Proven ability to increase brand awareness. Results include:

- **Developed messaging and positioning and social strategy for multiple Fortune 500 companies**
- **Increased brand engagement through blog and social media content by 112%**
- **Created social media posts and video campaigns that went viral – reaching over 1M people**

“You’ve been an amazing help” ... “Sales & marketing have been reshaped – a credit to you”
... “A significant part of this year’s sales gain is due to the work you have done”
... “You have been an invaluable member of the marketing team.” – *From recent performance reviews*

Skills

- | | | |
|--------------------------------|-------------------------------|-----------------------|
| ▪ Product Launch | ▪ Trade Show & Event Planning | ▪ Customer Engagement |
| ▪ Lead Generation | ▪ Channel/Partner Marketing | ▪ Brand Building |
| ▪ Team Building & Leadership | ▪ Budgeting & Planning | ▪ Content Creation |
| ▪ Strategic Market Positioning | ▪ Business Development | ▪ Project Management |

Relevant Experience

CA TECHNOLOGIES, Plano, TX

2017 to present

Principal Product Marketing Manager

Selected Accomplishments:

- **Grew and CA DevOps social media strategy and engagement by 112% year over year**
- **Created go to market strategy, messaging, & positioning for CA DevOps solutions**
- **Planned and executed new DevOps video marketing strategy that reached over 1M viewers**
- **Built and implemented new DevOps social media calendar**
- **Developed plan, content, and execution of enterprise DevOps event and partner/sponsor strategy**
- **Wrote, published, and optimized webpage content for CA.com**

HEWLETT PACKARD ENTERPRISE, Sunnyvale, CA

2015 to 2017

Senior Product Marketing Manager

Selected Accomplishments:

- **Developed all-new web page content and SEO strategy**
- **Managed video production and social media for company’s flagship event HPE Discover**
- **Created new sales collateral templates (playbook, battlecard) now adopted company-wide**
- **Organized, designed, and launched new sales training presentation templates across software team**
- **Produced and directed multiple video projects including trailer for HPE Discover**
- **Grew blog following by over 40% in one year**

Professional Experience (continued)

SEARCHMETRICS, San Mateo, CA 2014 to 2015
Senior Manager, Product Marketing

Selected Accomplishments:

- **Launched demo certification & weekly sales training for 20+ sales managers in 4 global regions**
- **Developed product release and go-to-market strategy where none existed prior**
- **Responsible for designing marketing brochures, case studies, and all product related content**
- **Wrote website copy, sales collateral, training and marketing documents.**
- **Created demo accounts, scripts, buyer personas, & workflows for global sales teams**
- **Grew demand generation activity by 25% in collaboration with cross-functional team**
- **Organized and led global sales and marketing kickoff meetings**

SEARCHMETRICS, San Mateo, CA 2013 to 2015
Regional Director, Sales

Selected Accomplishments:

- **Generated over \$2 million in new business revenue**
- **On-boarded, trained and developed 20+ sales managers and executives**
- **Developed global sales process, increasing average annual revenue by over 100%**
- **Set global sales records and awarded salesperson of the year for 2013 & 2014**

BRIGHTEDGE, San Mateo, CA 2012 to 2013
Enterprise Account Executive

Selected Accomplishments:

- **Exceeded monthly sales quotas by 150% with full pipeline of 20-25 opportunities**
- **Generated over \$750 thousand in new business revenue**
- **Developed lead generation strategy, generating inside sales revenue increase of 70%**
- **Consistently maintained 20% close ratio of accepted opportunities**

HEARST DIGITAL MARKETING SERVICES, San Francisco, CA 2010 to 2012
Senior Digital Marketing Consultant

Selected Accomplishments:

- **Managed social media strategy and media buy for 40+ companies**
- **Top 1% in sales division exceeding annual revenue goal by 200%**
- **Developed training material, messaging and collateral for Sales and other stakeholders**
- **1 of 4 President's Club recipients recognized for being top revenue producer**
- **Closed 3 largest accounts in division history generating over \$500K in new business revenue**
- **Created content for client press release articles resulting in 25% increase in qualified leads**

Education

Bachelor of Arts in Political Science, Azusa Pacific University, Azusa, CA, 2004

Technical Summary:

- Proficient with HootSuite, Radian6, Sprout Social, GagglesAMP, Traackr
- Experienced in Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro) and Document Cloud (Acrobat)
- Extensive knowledge of SEO and social media (Facebook, Twitter, Instagram, YouTube, Snapchat)
- Basic knowledge of HTML and CSS, Marketo, and Wordpress