

Elsbeth Martinez

Product Marketing Professional

915.238.5926

elsbeth.martinez@gmail.com

Skills

Marketing Automation: Marketo & Eloqua
Capriza Development Software
Cross-functional Project Management
CRM: Salesforce
KPI Reporting & Analysis
Partner Negotiation
Go-to-market Strategy

Education

Texas Tech University
Bachelors in Communication & Mass
Communication

Languages

Spanish
Swedish

Experience

BenefitMall / Product Marketing Specialist

MAY 2015 - PRESENT, DALLAS, TX

- Analyze and procure product R&D, competitive and customer insights for future product offerings and to fine tune current lifecycle marketing.
- Develop, refine and collaborate with marketing and IT teams to implement high impact and differentiated positioning and messaging in the marketplace to generate qualified sales leads.
- Coordinated content for sales enablement, video creation, social media/digital marketing strategy, implementation of ops/sales training, KPI Reporting, creation of thought leadership and client facing webinars.
- Advanced partner management and negotiations for third-party white labeling and integration which includes, all system enhancements to ensure market parity and communication consistency.

Achievements

- Launched organizations first employee facing Mobile App responsible for coordination of UI Design, Sales/Ops Training, Key Messaging, and Launch Strategy. Gained triple digit users within the first week.
- Streamlined and revitalized a suite of Additional Products and Services from 20 to 12 of the highest performing and revenue generating products by price negotiation, product repositioning, and internal training for cross-sell upsell. Creating additional 20% revenue for 2017.

Confie Insurance Group / Publicity and Special Programs Manager

JUNE 2014 - MAY 2015, PLANO, TX

- Responsible for strategic planning and execution of marketing and community engagement campaigns.
- Maintained all tracking for budgets, program milestones and KPI's for sound decision during yearly planning.
- Supervised suite community outreach programs and brand activations that align with the overall business objectives.

Achievements

- Spearheaded organization's participation in Lemonade Day resulting in setting the financial groundwork for in over 500 families in Chicagoland, Dallas and The State of Louisiana.
- Negotiated and managed a promotional contract with the NBA's New Orleans Pelicans, which helped to relaunch USAgencies' brand in Louisiana which created in-store promotional opportunities and incentivized local sales teams.

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Concentra Health Services / Promotions Manager

AUGUST 2011 - JUNE 2014, ADDISON, TX

Created and executed integrated marketing communications plans for targeted grassroots consumer engagement and community outreach in the DFW market.

- Responsible for market research and identification of key opportunities for seasonal giving and media exposure.
- Established strategic partnerships with community-based organizations and businesses to increase Concentra's brand visibility and colleague engagement.
- Launched and collected all content for national roll out of community and colleague engagement website.
- Acted as project manager for grand openings and grassroots events throughout the DFW metro area.

Achievements

- Spearheaded Concentra's Partnership for Healthy Living Campaign with Irving ISD that was later recognized by Texas State Representative Linda Harper-Brown in 2013.
- Jump started the Travel Health Program by adding 15 percent revenue in Dallas Ft. Worth Market by partnering with University Exchange Programs and local Mission Organization