

CHANNEL PARTNERS AND PRODUCT MARKETING LEADER

A versatile **Marketing Leader** offering 15+ years of experience in channel and product marketing, advertising, sales training and marketing communications. Excels at developing and executing strategies that open new channels and markets with specialized experience in software, hardware, services, business continuity/recovery, and Cloud computing. Creates and rolls out effective marketing strategies and sales enablement tools for channel partners and direct sales while cultivating and leading peak performing teams and departments.

AREAS OF EXPERTISE:

Product Marketing	Brand Management	Communications	Tradeshow Management
Campaign Development	HubSpot	Partner Relations	Social Media
Co-Branding & Marketing	Project Management	Content Development	Web Content Creation
Training & Development	Press Release Development	Program Management	Digital Marketing

SELECT CAREER HIGHLIGHTS

- Strategizes and cultivates relationships with channel partners and ISVs to **effectively co-market software products that benefit and increase revenue for all parties.**
- Proved vital to the marketing, channel enablement, and education development of a third-party alternate sales channel **that grossed more than \$2M in services revenue during the first nine months of operation.**
- **Led the execution of marketing and communication plans and educational opportunities for IBM’s B2B clients** such as Cisco, Wyse, and Nortel and Business Partners.
- Teamed with hardware divisions to integrate technical support service messaging into the hardware/software advertising and marketing tactics; **created top-quality e-tools, web content and messaging, marketing, social and education deliverables as well as internal communications to help stimulate sales across lines of business.**

PROFESSIONAL OVERVIEW

BIZNET SOFTWARE – Dallas, TX

2017-2018

CHANNEL / PRODUCT MARKETING

- Works closely with channel partners, resellers, and ISVs such as FIS, Epicor, Blackbaud, & RealPage to identify and create demand gen campaigns that increase revenue and add new prospects to the pipeline.
- Formulates strategic marketing and co-marketing plans and tactics aimed at identifying prospects, developing and conducting marketing plans/initiatives, establishing objectives/goals, managing budgets, and evaluating campaign results.
- Manages and coordinates all aspects of channel and direct tradeshow participation; from negotiating sponsorship to ensuring the exhibit booth and all deliverables arrive on time within budget. In 2017, facilitated, managed and measured the ROI on eleven shows though out North America.
- Utilizes Adobe Illustrator, Adobe Creative Cloud and Canva to create marketing deliverables and sales enablement tools that can be repurposed for multiple sales channels and social.
- Coordinates marketing and related ROI, ensuring successful marketing campaign instigation and deployment.
- Collaborates with key constituencies to plan, manage and execute marketing deliverables associated with new product launches.
- Plans, creates, distributes and coordinates all social media campaigns and press releases. Adept at Hootsuite and PRWEB.

- Utilizes HubSpot to create targeted email campaigns and web updates. Currently using HubSpot for Marketing, Sales and Web hosting.
- Instigates monthly new and existing customer webinars to help increase product awareness, attract new customers and convert leads.

COMPUTER TASK GROUP – Dallas, TX

2011-2016

LEARNING / INSTRUCTIONAL DESIGNER – IBM SYSTEMS & TECHNOLOGY GROUP (STG)

- Led design, production, and project management for learning and education solutions, working with experts across multiple business lines to produce sales training and measurable testing for IBM Sellers and Business Partners.
- Created internal seller and business partner mandatory certification visual roadmaps; managed and executed projects/components for the development of curriculum, roadmaps, and proficiency tests.
- Served as the instructional designer for quarterly mandatory hardware certification for all sellers; included the creation, production and publication of curricula and test questions.
- Utilized IBM internal systems and third-party software to create, webinars, audio, video, and graphics associated with the production of learning modules; also used internal IBM systems such as LMS, Course Management Tool, and Visual Roadmap Tool to publish and manage curriculum.
- Worked with global marketing managers, subject matter experts, and Server Technology Group educational managers to create new curriculum and online learning for functional, intermediate and expert sellers.

IBM CORPORATION – Dallas, TX

2005-2009

MAINTENANCE & TECHNICAL SUPPORT CHANNEL MARKETING MANAGER – IBM GLOBAL SERVICES

- Functioned as the North America Channel Marketing Manager for Support Services, overseeing marketing initiatives associated with direct and indirect sales teams; managed maintenance and technical support, communications, revenue initiatives, channel enablement/education, and outbound/demand generation marketing campaigns.
- Produced, managed, and approved the content for the web, announcements, education materials, newsletters, booklets, magazine articles, symposiums, collateral, and other online marketing tools such as digital media.
- Assumed full accountability for the sales channel readiness, education, and development of online and printed marketing materials and programs associated with internal and external service announcements.
- Identified and addressed risks/gaps on projects and provided continuous customer service during project lifecycle.
- Worked with research companies, such as Gartner and Forrester, on obtaining current trends, sales, and marketing data associated with the development of new service and support offerings.

ALLIANCE OF PROFESSIONALS & CONSULTANTS – Dallas, TX

2002-2005

PORTFOLIO MARKETING MANAGER – IBM GLOBAL SERVICES

- Served as Web Channel Manager accountable for handling technical support marketing exposure/sales via ibm.com.
- Evaluated existing content, oversaw relationship structure/services content, and created crisp, consistent and compelling verbiage for extranet and intranet communications.
- Created demand generation campaigns that led to closing hardware/software maintenance support opportunities.
- Developed and executed inside sales and face-to-face communications, education, and marketing plans / tactics.

Career Note: Prior professional experience includes **Integrated Marketing Communications Manager for IBM Global Services and **Channels Marketing Communications Manager** for North America Customer Services at Compaq Computer Corporation/Digital Equipment Corp. in Dallas, TX.*

EDUCATION**BACHELORS IN GENERAL BUSINESS** (*in progress*)

COLLIN COUNTY COMMUNITY COLLEGE (JUNE 2016 – FEB 2017); UNIVERSITY OF NORTH TEXAS; UNIVERSITY OF TEXAS AT DALLAS