

From Resumes to Results

My ROI-Driven Marketing

Impact Report

Did I Grab Your Attention?

Great Marketing grabs your attention and then tells the story that keeps you engaged.

Let me show you why I would be a great fit for leading Marketing at your Company.

The Proof is in the Numbers.

My career at a glance



20 Years

Growing Marketing & Sales



Marketing Leader

& Fractional CMO



7X

Built and led revenue teams



\$2B

in revenue



OBSESSED

with Digital Marketing & Growth



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EXECUTIVE MARKETING REACH



PropTech
FinTech
HealthTech



AI Consumer
Intelligence



Thought Leader in
Digital Marketing

DELIVERING VALUE ON

B2B Demand Generation & ABM

1

Balancing strategic thinking with hands-on execution; Implementing demand generation and targeted ABM strategies across multiple channels and technologies to generate leads that drive revenue.

Pipeline Contribution & Velocity

2

Maximizing growth and revenue: Nurturing valuable leads through tailored campaigns, expert segmentation, and persuasive CTAs.

Cross-Functional Harmony

3

Nurturing strategic alliances with Product Marketing, Sales, Enablement, RevOps, MOPs, Customer Success, Creative, Development, PR, and Executives to synchronize the organization's efforts in unified GTM campaigns.

KPI's & Metrics

4

Manage dashboards and reports, tracking crucial metrics like pipeline health, meetings, conversions, volume trends, velocity, and attribution. Utilize data-driven insights to enhance strategy effectiveness, ensuring measurable results.

POWERED BY



2021 -
PRESENTDirector of Enterprise
Marketing

2013 - 2023

Fractional
CMO

2020 - 2022

Head of Demand
Generation

2018 - 2021

Head of Marketing

2015 - 2018

Director of SEO,
Digital Sales Director

2013 - 2016

Digital Marketing
Director, Global
Marketing Trainer

2009 - 2013

SEO Specialist, Data
Analyst

B2B Demand Generation & ABM



- Started Demand Generation (DG) for multiple companies and drove programs for Enterprise and Mid-Market accounts.
- Created a 50% decrease in CAC through DG campaigns.
- Delivered highly-impactful integrated campaigns across a diverse range of channels.
- Increase SQLs by 3x in 18 months through a mix of digital marketing, ABM campaigns, and targeted content.
- 10+ years of building modern DG engines with fully integrated metrics.

Pipeline Contribution & Velocity



- Increased overall pipeline velocity by 200% in 18 months.
- Generated a 5781% ROI on content marketing focused on organic growth through SEO.
- Increased lead volume by 150% while reducing budget by 40%
- Improved MQL > SQL conversion rate by 85%

Cross-Functional Harmony



- Worked closely with Revenue Teams including Sales, Consultants, Solution Architects, Product Managers, and C-Suite to create agile campaigns that could easily adapt to variable market conditions
- Drove record-breaking webinar attendance working with CEO to promote products through solution-selling approach that created engagement with core target audience
- Executive Leadership Team at 2 companies - Sales & Marketing that launched GTM campaigns with focus on market segmentation, competitor analysis, and marketing strategy
- Worked with sales leaders to create multi-channel sales material (one-pagers, webinars, gamified landing pages, email sequences, eBooks/whitepapers, roundtables, playbooks, battlecards, videos)

KPI's & Metrics



- Reporting expert delivering pipeline insights, campaign results, trends, plans, and progress dashboards to key stakeholders
- Defined multiple processes including entire Salesforce global value set defining marketing/sales actions for inbound/outbound activity
- Worked closely with Marketing Operations to establish lead scoring parameters and attribution reporting at multiple companies

Leadership



- Respected people leader responsible for teams from 3 - 25 individual contributors across business development, demand generation, ABM, events, SEO, creative, development, project management, social media, and content (remote and in-person)