

Summary

Creative and operationally minded enterprise B2B marketing professional specializing in seamless execution of highly complex and integrated digital marketing campaigns. Seeking to grow and lead a highly skilled marketing team to drive demand, generate leads, and grow revenue.

Education

College of Charleston
MBA, Marketing

Certifications

Marketo - Certified Expert
Hubspot - All Certifications
Google - Analytics / Adwords

Work Samples

PRESENTATIONS

[Marketing Technology Stack Lifecycle Model](#)
[Lead Assignment Personas](#)

CAMPAIGNS

[Periodic Table of IT Ops Tools](#)
[DevOps Diagram Generator](#)
[ROI Calculator](#)

Direct Reports

7 - Marketing Operations
4 - Digital Marketers
3 - Designers
4 - Developers
2 - Digital Agencies
3 - Sales Ops / Enablement

Experience

Nexthink
Director, Digital Marketing 2 Years

XebiaLabs
Director, Marketing Operations 1 Year
Senior Digital Marketing Manager 1 Year
Digital Marketing Manager 1 Year

Boingnet
Customer Success Manager 8 Months

TeenLife Media
Social Media / Membership Marketing Manager 1 Year

Pulp + Wire
Design / Development Intern 9 Months

College of Charleston
Graduate Assistant 1 Year

Relevant Skills

Marketing Ops	●●●●●
Digital Marketing	●●●●●
Development	●●●●●
Management	●●●●●
Demand Gen	●●●●●
Product Marketing	●●●●●
Design	●●●●●

Budgets

\$735K - Sales / Marketing Tech
\$480k - Digital Marketing

Relevant Tooling

Marketo	●●●●●
Salesforce	●●●●●
WordPress	●●●●●
Demandbase	●●●●●
Google Analytics	●●●●●
Google AdWords	●●●●●

References

References and alternative work samples available upon request.