
Summary:

- Go-to advisor for translating technical features and engineering capability to value propositions that fit market needs
- Worked with enterprise technology brands Splunk, VMware, Pure Storage, AppDynamics, Puppet, Cisco

Marketing Strengths:

- ROI analysis and reporting
- Validated learning via iteration
- Marketing Development Fund and sponsorship acquisition
- Cost center ownership
- Facebook, LinkedIn, Google ads
- Drip Automation & Lead Scoring
- Product management (services)

Inside Sales Leadership:

- Account Based Selling/ Marketing
- Salesforce Leads database, Campaigns, and Reporting
- Strategic campaign calendaring and multi-channel architecture
- Inside Sales and Field Sales playbooks and enablement
- MQL, to SQL, to Pipeline selling

Outcome Studio, LLC *Marketing Demand Generation Solutions & Inside Sales Coaching for B2B Tech Companies*

Marketing & Inside Sales Manager for Hire, Owner // Indianapolis, IN // June 2018 - Present

- Sales-minded marketer helping tech companies execute account based marketing, contextual prospecting, and lead nurturing by combining traditional outbound, focused events, and retargeted paid digital to build pipeline

Kinney Group, Inc. *Information Technology integrator/ solution provider of infrastructure, security, & analytics*

Marketing Manager, Demand Generation // Indianapolis, IN // May 2017 - June 2018 (1 year, 2 month)

- Drove +100 multi-touch outbound campaigns with 3 week phone/ email cadence, trade shows, workshops, and creative collateral to target key Forbes Global 2000 and public sector, supporting +\$4 million revenue in 2017
- Integrated automation including lead scoring, engagement retargeting, and nurture tracks to increase volume from 20 emails/ 55 calls per day, to 35 emails/ 70 calls per day, increasing MQL and SQL 60% compared to past years
- Pioneered paid targeted LinkedIn ads/ InMails, captured actionable customer survey data from tech workshops
- Forged cross-departmental relationships with Product Management, Engineering, Sales, and Partnerships to develop our "Demand Generation Engine" for partners, sourcing ~\$200k Marketing Development Funds in 2017
- Built robust ROI reporting for go-to-market activity with quantitative analysis and qualitative learnings for iteration
- Crafted collateral for buyer personas (technology job function, seniority, and industry vertical) for sales call flows
- Reported directly to CEO and acted as a guest executive leadership team member, influencing company direction

Inside Sales Manager // Indianapolis, IN // November 2016 - May 2017 (7 months)

- Managed day-to-day outbound sales ops for 4 quota carrying Account Managers & 3 Account Development Reps
- Led the 7 person team to achieve 106% to goal for meetings set in Q4 FY16 by executing over 30 campaigns
- Orchestrated Salesforce Campaigns and Leads database from DiscoverOrg, targeted events, as well as content downloads and site registrations from Splunk, VMware, Puppet, and AppDynamics

Communications Manager, Lead // Indianapolis, IN // January 2015 - October 2016 (1 year, 10 months)

- Executed team call blitzes, events, and other outbound demand generation activities/ campaigns, enabling winning Splunk's "Global Partner of the Year for Marketing Excellence" for work 2016
- Managed strategy, execution, and reporting of branded content creation and events via sprints for booth setup, data sheets, overviews, white papers, infographics, webinars, sales pitch decks, keynote presentations, and PR

GoDaddy.com *Website, domains, hosting, and productivity software for businesses managing a digital presence*

Marketing Manager, Resellers // Cedar Rapids, IA // August 2010 - December 2014 (4 years, 5 months)

- Managed new customer acquisition ~24,000+ white label reseller channel, primarily focused on the top 1%
- Executed all program related communications for resellers (newsletters, creative, escalations, updates, promos)
- **Other positions:** New Hire Classroom Trainer, Professional Hosting Services Lead, Quality Management Team

Education

Henry B. Tippie College of Business at the University of Iowa // Iowa City, Iowa // Graduation May 2009

Major: Management & Organizations BBA, **Minor:** Spanish, **Certificate Program:** International Business