

Diana Boykin

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Marketing Program Manager

- B2B marketing strategy and program management, specializing in building scalable processes and delivering results-driven campaigns aligned to business objectives.
- Managed cross-functional teams to execute high-impact marketing initiatives—including content syndication, digital activations, and partner integration.
- Deliver excellence in fostering strategic partnerships that build strong, trusted relationships with cross-functional teams and stakeholders to drive results.

Key Skills

Marketing Program and Project Management | Marketing Strategy | Integrated Marketing | Partner Marketing
Marketing Communications | Process Optimization | Cross-Functional Collaboration | Stakeholder Management

Professional Experience

Intel Corporation, Chandler, AZ

October 2019 – November 2024

Data Center & AI Marketing

Marketing Program Manager & Partner Integration Lead, August 2022 – November 2024

Tailored global campaign strategies for regional markets and partners to deliver unified and impactful execution strategies, led partner co-marketing opportunities and readiness for Xeon product launches.

- Scaled a paid content syndication program across 5 global markets, achieving 100% of target leads in the U.S. two weeks ahead of schedule.
- Led partner readiness for 5 key global partners and 150 channel partners enabling go to market strategies for Intel Xeon product launches.
- Produced 12 partner launch playbooks that drove a 20% increase in partner participation and co-marketing opportunities for 4 Xeon product portfolio launches.
- Developed an online partner marketing hub to share key messaging, marketing strategy, and activation plans with internal partner teams to drive partner alignment and increase employee access to actionable resources by 200%.

Marketing Program Manager & Product Marketing Compete Strategies, May 2021 – July 2022

Planned and executed data-driven competitive strategies through targeted SEM campaigns, .COM and marketing intelligence to enhance operational efficiency and competitive positioning.

- Created three competitive response microsites to counter competitor threats, enabling sales and social teams to maintain share of voice and effectively challenge rival messaging.
- Reduced competitive response agility by 2-3 weeks through comprehensive competitive research tools that identified and tracked 4 key competitors, providing competitive landscape insights and enabling proactive market responses.

Marketing Manager & B2B Campaign Strategy, October 2019 – April 2021

Led cross-functional collaboration to align and deliver global B2B campaign initiatives including social, web, customer journey activations, content, and partner engagement ensuring seamless execution and alignment with strategic objectives.

- Managed a cross-organizational edge to cloud digital campaign reaching a 20% impression rate across targeted digital channels.
- Delivered a supplemental media campaign enhancing product visibility and supporting the Intel Xeon brand for 3rd Gen Xeon Scalable processors.

Marketing Consultant | Self-employed, Chandler, AZ**March 2017 – December 2019****Marketing Communications and Project Management**

Drove project management operations and ensured client satisfaction by defining and communicating expectations and success criteria while managing timelines, dependencies, issue resolution, and asset delivery across internal teams, clients, and third-party partners.

- Managed client operations and project management for a San Francisco-based custom web application company maintaining 100% customer retention.
- Managed live-stream talent and community engagement for a Minneapolis-based marketing and media company with consistent increases across social platforms.

Vertical Communications, Phoenix, AZ**December 2011 – February 2017****Marketing Operations Manager**

Managed all marketing programs, special projects, industry events and web-related initiatives to drive audience engagement and increase brand visibility.

- Managed the successful launch of an online product knowledge base and sales training hub, increasing accessibility to critical resources.
- Led the re-launch of a dealer portal and company intranet, boosting active user adoption by 40% within one year.
- Launched rebranded website, driving a 25% increase in session duration through UX improvements.

Additional Relevant Experience**PayPal, Chandler, AZ****Seller Risk Analyst****Messerli & Kramer, P.A., Minneapolis, MN****Communications and Brand Manager****Rockford Corporation, Tempe, AZ****Web Content Manager****Minnesota Orchestra, Minneapolis, MN****Special Events Planner****Weber Shandwick Worldwide, Minneapolis, MN****Marketing Manager, Business Development****Technical Skills**

Microsoft 365 Suite | Excel | SharePoint | AirTable | Smartsheet | Adobe Acrobat | Google Apps

Education | Training**Bachelor of Science (B.S.), Mass Communications**

Minnesota State University, Moorhead, Minnesota

Certifications**Generative AI Overview for Project Managers | Practical Application of Gen AI for Project Managers**

Project Management Institute