

ALI BACKSCHEIDER

MARKETING & FITNESS
PROFESSIONAL

CONTACT

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PROFILE

Work hard.

Do good.

Be authentic.

EXPERIENCE

MARKETING SYSTEMS MANAGER - DEMAND GENERATION

SPRINKLR INC. | JANUARY 2015 - TODAY

- Expanding Sprinklr's customer base by scoring, nurturing & attributing leads' social behavior – a strategy I implemented to provide Sales with Marketing-enabled historical data, satisfying our KPI reaching 10% of MQLs from social sources added to the pipeline in Q3
- Collaborated with a team of 3 to create the methodology for the latest [Forbes World's Most Influential CMOs report powered by Sprinklr](#), released on June 22, 2017, which increased traffic to the Sprinklr website by over 30% [whitepaper version [here](#)]
- Managing the ongoing submission and delivery of Marketing requests to Creative, Digital, Ops, & Events teams within a MRM workflow I designed & built on the Sprinklr platform –giving Project Managers full production visibility to staff projects properly based off of resource utilization

DIGITAL MARKETING SPECIALIST

SIMON PROPERTY GROUP | MAY 2013 - JANUARY 2015

- Coordinated partnerships with Refinery29, Teen Vogue & Madewell
- Developed a series of interactive marketing campaigns with Refinery29 to reach a younger target audience – featuring photobooths, giveaways & live music at 20 outdoor Premium Outlet locations across the US
- Managed day-to-day communication with 50+ contracted fashion bloggers, holding the individuals accountable for hitting his/her targets
- Created social campaign wrap-up reports through Radian6 and SFDC Social Studio, highlighting key performance metrics & audience insights to inform future strategy

FITNESS INSTRUCTOR - INDOOR CYCLING

FLYWHEEL SPORTS | DECEMBER 2017 - TODAY

- Motivating the Flywheel community of riders to work hard and have fun when they enter & leave the classroom
- Moving the Flywheel community of riders through music & positivity
- Coordinating & hosting corporate rides & charity rides to raise money and awareness for local businesses and non-profits in Austin

EDUCATION

BACHELOR OF SCIENCE IN ADVERTISING / SPANISH MINOR

BUTLER UNIVERSITY | 2010 - 2014

NCAA DIVISION I WOMEN'S SOCCER 2010-2014

TECH STACK



SPRINKLR



CERTAIN



MARKETO



SFDC



PENDO