



Work Experience

Digital Marketing & Demand Generation Manager | Planisware

Denver, CO | November 2023 - Present

- Execute multi-channel marketing campaigns including email, content, paid media, and social media to engage and influence target markets, resulting in a 77% month-over-month increase in engaged leads
- Utilize Marketo to manage and optimize lead generation and nurturing programs, driving lead flow through effective campaign automation
- Establish and manage pay-per-click and content syndication programs to increase number of acquired leads in pipeline
- Launch, manage, and optimize LinkedIn ad campaigns across all target industries for all products
- Create campaign reports to communicate results, key insights, and recommendations to stakeholders
- Driving the initiative to create project management dashboard and processes for more streamlined internal communication

Events & Field Marketing Specialist | Planisware

Denver, CO | January 2022 - November 2023

- Project managed digital and in-person events, tailoring each experience to highlight product features and use cases based on audience demographics
- Created event timelines to include all promotion, logistics, and follow-up tasks. Examples of tasks include crafting messaging, publishing web pages, designing and launching promotion, developing presentation decks, and editing video for re-purposing
- Collaborated with industry experts to identify topics for thought leadership sessions
- Successfully launched a companion mobile application for the 2023 user conference, enhancing attendee engagement and overall event experience

Marketing Specialist II | Diesel Laptops

Irmo, SC | May 2020 - December 2021

- Established go-to-market plans and content calendars for our Training Department's marketing efforts
- Collaborated with subject matter experts to write blog posts, website copy, eBooks, and white papers around relevant topics to our customers and target audience
- Designed, wrote, and delivered weekly marketing emails to tens of thousands of customers and stakeholders using both Pardot and Hubspot
- Supported partners through co-marketing campaigns using tactics such as content creation, email marketing, and on-site events and classes

Education

Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Microsoft Office Suite
Google Docs
Hubspot Marketing Hub

Salesforce
Pardot
Marketo
Basic HTML/CSS
Project management
Data analysis & reporting
Content creation

Clemson University
Clemson, South Carolina
Bachelor of Science, Graphic Communications