

# AMANDA THALL

Modern Marketer

Change Manager

Technophile

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**MARVEL MARKETERS**

Managing Consultant  
2016 – Present



Senior Manager  
B2B Marketing & Marketing Ops  
2014 – 2016



**Quark**

Marketing Manager  
2011 – 2013



InfoPrint Solutions Company™  
Global Solutions Marketing  
Manager  
2009 – 2011

**NORDSTROM**

Merchandising Manager  
2007 – 2009



MBA

Marketing & Entrepreneurship  
2008



BA Mathematics  
2001

## SUMMARY

Consistently high-performing, results-oriented professional with proven success in marketing operations, automation, strategy, technology, and change management. Skillfully directs teams in creating and executing measurable marketing campaigns, driving results in both large and start-up companies, which span B2B and B2C environments domestic and international. Excels at driving revenue through the deployment of data-driven, customer-centric marketing and sales programs. Proficiencies include:

- Leading international cross-divisional matrixed teams to develop strategic products and solutions
- Creating strategic multichannel, integrated campaigns, focused on relevance to drive revenue and ROI
- Maintaining a skilled balance between technical due diligence and overall project execution



## KEY ACCOMPLISHMENTS

Built scalable consulting practice with the supporting infrastructure for performance reviews and management.

**Result:** Launched program and maintained lowest attrition rate in company history.

Directed high-pressure large-scale group initiatives to complete marketing execution projects on time and on budget.

**Result:** Maintained budget with 98% accuracy and was awarded Quarterly Support Manager Award.

Conducted email campaign for B2C product delivering over 75 unique emails for nine regions in 5 languages in one month.

**Result:** Generated \$5M in revenue in one quarter (with an average product price of \$199), exceeding expectations by \$2.3M.

Developed enterprise online resource center to house customer-facing thought leadership collateral as part of ongoing email nurture programs.

**Result:** Collateral downloads leading to sales in strategic verticals resulting in \$1M in revenue over 6 months.

Researched theories and practices of honesty within the culture of organizations.

**Result:** Published and presented at the 15th Annual Meetings of the International Conference on Advances in Management, Boston, MA.

## PROFESSIONAL EXPERIENCE

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### MARVEL MARKETERS

#### *Managing Consultant*

Promoted to Managing Consultant.

**April 2016 – Present**

*January 2017 – Present*

**Manages team of 12** marketing automation consultants (peak number 20) while also maintaining 50% billable client base. Established internal operational best practices for consulting firm. Supports entire client base as on-call SME for marketing strategy, automation, data management, integrations, project management, budgeting, and scoping.

- Responsible for product and quality delivered across client base that includes **Google Cloud, Google Ads, Extreme Networks**
- Built and maintain HR functions, hiring assessments, interview process, performance reviews
- Establishing training and development processes for consultants

#### *ABM Practice Lead*

Promoted to ABM Practice Lead.

*January 2017 – December 2017*

- **Built Account Based Marketing practice** which included methodologies, frameworks for execution, strategic approaches to target lists, internal and client-facing training
- Responsible for end-to-end client management, from scoping and SOW creation through to project completion

#### *Senior Strategist*

*April 2016 – December 2016*

- Managed five on-site Marketo consultants and data analysts for **Google Ads in** addition to serving as their Lead Consultant across multiple divisions
- Supported 100% billable client base and served as the **strategist and SME for complex projects** outside of dedicated Google Ads client

### DAVITA HEALTHCARE PARTNERS

#### *Senior Manager, B2B Marketing & Marketing Operations*

#### *DaVita Healthcare Partners*

Identified as **company-wide strategic leader** and charged with **designing and launching an enterprise-wide Salesforce and Marketo implementation** for centralized data management, analytics & reporting, and communications.

**January 2014 – March 2016**

**March 2015 – March 2016**

- **Led CEO-driven initiatives and special projects**
- **Developed and launched database** to enable third-party registration during Open Enrollment, **in record time** (three months to completion from recommended nine-month timeline)
- **Collaborated with and managed leaders across regions** to balance competing priorities to keep projects on time and on budget
- Lead communication strategies for B2B (Physician and Sales Agents) and B2C (patient and potential member) campaigns
- Developed business case for best practice in data management, internal and external communications, acquisition and retention marketing plans
- Managed agencies with \$250k SOWs for the development and deployment of business-revolutionizing, organization-wide initiatives

#### *DaVita Kidney Care*

Responsible for creating and building a premier digital marketing organization, leading strategic marketing initiatives and content development for new healthcare solution launches, managed content strategy and user experience development for physician audience in highly matrixed environment.

**January 2014 – March 2016**

- **Established Marketing Operations Center of Excellence**, conducted services as an **internal agency to 10 marketing teams** and expanded power-user base **from one to 18 in 12 months**
- Developed and executed campaigns to support content marketing programs with complex data segmentations, multi-touch nurture campaigns and lead scoring
- Managed strategic internal partner relationships to drive marketing thought leadership and change management
- Directly managed a manager and a mid-level marketer, managed by influence other senior, global B2B marketers
- **Awarded Business Marketing Association of Colorado Gold Key** for large booth design and in-person event engagement based on my initial drafts

## QUARK SOFTWARE INC.

June 2011 – December 2013

### Marketing Manager

Responsible for all aspects of international global marketing (Director level responsibilities in a flat organization) including strategy, communications, product marketing, GTM strategies, brand management among others. Metrics for success include increased awareness, MQLs, creation of complex email nurture programs, revenue targets and ROMI.

- **Doubled expected revenue in one quarter utilizing only email marketing** (\$5M+ from \$2.3 goal, average product price \$199)
- Lead the creation and implementation of **multi-channel, multi-touch campaigns across multiple regions**
- Supported worldwide channel and field marketing activities, including the end-to-end creation, development, and execution of profitable B2C in-person events and B2B thought leadership events
- Managed partner relationships, including IBM and Microsoft
- **Marketo power-user**, also experienced with Eloqua and Microsoft Dynamics CRM
- Directly managed two, mid-level marketers, managed by influence a worldwide marketing team of senior managers, reported to the VP of Marketing and chaired the Corporate Culture Committee

## IBM and RICOH JOINT VENTURE - InfoPrint Solutions

August 2009 – June 2011

### Global Solutions Marketing Manager

- **Generated \$14M ROI** on a single campaign and was awarded the **Business Marketing Association of Colorado Gold Key**
- Researched and analyzed trends to determine and develop new products and solution offerings, including Precision Marketing Solution a practice grounded in utilizing data analytics to deliver relevant content to generate revenue
- Participated in the **writing of "Precision Marketing: Maximizing Revenue through Relevance"**
- Developed strategic global **5 year business strategy which was selected for execution**
- Developed and executed marketing integrated, multi-channel marketing initiatives, utilizing exceptional writing, editing, communication and executive presentation skills
- Reported to the VP of Marketing

## NORDSTROM, INC.

June 2007 – July 2009

### Visual Merchandising Manager

November 2008 – July 2009

### Visual Merchandiser

August 2007 – November 2008

### Rotational Management Intern

June 2007 – August 2007

- **Managed team of four** to uphold and communicate the brand image with onsite marketing execution
- **Promoted in record time** (24 months versus the four year standard) to management position
- Maintained budgets with 98% accuracy (expected accuracy estimated 70-80%)

## AMANDA THALL, LLC

June 2004 – June 2011

### Principal

**Established marketing consulting and corporate event planning** practice specializing in work with B2B and B2C small businesses. Services included marketing strategy, communications, brand development, digital execution, copy writing and events. Successfully increased customer loyalty and drove double-digit revenue increases for clients.

## ST. MARY'S ACADEMY

December 2000 - June 2006

### High School Mathematics Teacher

Taught algebra through calculus and championed project to create a school-based, student-driven Math Help Center

## EDUCATION

### MASTERS OF BUSINESS ADMINISTRATION

University of Colorado, Boulder May 2008  
Emphasis in Marketing, Organizational Development and Entrepreneurship

### BACHELOR OF ARTS, MATHEMATICS

University of Colorado, Boulder December 2001

## PERSONAL INTERESTS

- Cellist in the Denver Philharmonic Orchestra
- Interests and hobbies include: hiking, SCUBA, travel, fashion, literature, my family
- Proud mom to two dogs, Oliver (German Shepard) and Phinn (Jack Russell Terrorist)