

PRODUCT MARKETING MANAGER

Highlights

Marketo, Salesforce, Vertical Response, Results Mail, Account management, Direct marketing campaigns, Market segmentation, Presentations, Trade shows, Social Media Advertising (e.g., Twitter, Facebook, LinkedIn)

- Google Adwords, Google Analytics, SEO/SEM, Twitter Ads, Adobe Photoshop, Microsoft Project, Microsoft Office, , QuickBooks Pro

Experience

Product Marketing Manager

January 2015 to January 2016 Patra i¼ Laramie , WY

- Developed product positioning and messaging to promote RainStor and Hadoop-based products within the broader Teradata ecosystem Developed the demand generation strategy and managed marketing programs to drive product awareness and to continue to nurture prospects through closed sales Authored white papers and positioning documents for internal and external syndication Created live and recorded training sessions, sales playbooks and call guides for sales teams Researched market and competition, and provided sales teams with insights to help them win in competitive sales situations.

Director of Marketing

January 2014 to January 2015 Centricity i¼ Saint Petersburg , FL

- Developed and managed all marketing programs for Cloud Cruiser Implemented Sales Operations process to align Marketing & Sales Put in place SEO/SEM for the Cloud Cruiser website Event management - Webinars, Trade Shows and Field Marketing Events Designed and Deployed Sales Operations Flow and Process.

Director of Marketing

January 2012 to January 2014 Centricity i¼ Houston , TX

- Ran all marketing programs for RainStor Managed all events, including trade shows, webinars, and field marketing events Implemented SEO/SEM for the RainStor website Implemented lead nurturing to increase lead conversion Evaluated, selected, and deployed a marketing automation tool (Marketo) Launched sales operations group to align marketing and sales efforts Managed a team of inside sales specialists that contacted prospects via phone, email, mailings, and seminars to communicate our value proposition Conducted management activities for the inside sales team including coaching, evaluating, training, and monitoring performance Hired and managed external sales team who generated monthly qualified meetings and integrated data collection of all call dispositions in Salesforce Produced reports for executive management and board on marketing plans and execution.

Field Marketing Manager

January 2011 to January 2012 Workday, Inc. i¼ Home Office , TN

- Coordinated business development efforts with partners to produce joint webinars, including events with Amazon Web Services, Data Tactics, LucidWorks, and EMC/Greenplum Created templates for repeatable event execution and follow-up in Marketo for webinars, trade shows, and field marketing events Established lead scoring schema to move leads from anonymous to marketing qualified leads Managed inside sales teams to ensure coordinated follow-up efforts from any demand generation program, including web, trade show, partner events Trained inside and field teams on use of Marketo's sales insight tool Created long term nurture campaigns based on; post-event, education or download tracks Created Salesforce reports to show success from lead creation thru closed opportunity stage Managed trade shows, including contracts, messaging, staffing, lead generation and follow-up.

Sr. Marketing Manager

January 2008 to January 2011 Microsoft Corporation i¼ Elkridge , MD

- Responsible for development of all field marketing and program operations Member of initial marketing team established after the spinout of Precise from Symantec and Veritas Managed complete re-brand and re-launch of Precise back into the IT management market Responsible for marketing campaigns resulting in growth of business from \$0 to \$40M Implemented all go-to-market activities for technology partnerships including EMC Corporation Produced all email communication from to sales leads using marketing automation tools including Marketo, Vertical Response and Results Mail Managed sales events, industry trade shows (Oracle Open World, EMC World, SAP Sapphire, etc.), and field marketing events such as customer Lunch & Learns, User Groups and Webcasts Supervised inside sales team, and ensured that sales pipeline remained full of qualified leads and prospects and monitored employee productivity against set KPIs.

Administrative Assistant

January 2007 to January 2008 Marriott Vacations Worldwide i¼ Newport Beach , CA

- Coordinated the activities for two investment partners at multi-billion dollar venture fund.
- Built strong relationships with key venture capitalists and entrepreneurs.

Administrative Assistant

January 2005 to January 2007 Marriott Vacations Worldwide i¼ Kapolei , HI

- Worked with the finance team to manage AR/AP for the Benchmark Israel entity.

Co-Founder/Corporate Secretary

January 2001 to January 2005 First Hawaiian Bank 1/4 Pukalani , HI

- Created, maintained and monitored the company budget, including Cash Flow, Balance Sheet and Statement of Owners' Equity.
- Maintained all corporate financial and legal records in accordance with GAAP, using QuickBooks Pro and Excel.
- Completed monthly reconciliations of Direct Labor Expenses, Payroll, General Ledger Accounts, Petty Cash, Bank Accounts, and Travel Expenses.

Residential Lending Operations Manager

January 1993 to January 2000 Washington Mutual Bank 1/4 City , STATE

- Was responsible for processing team of 5 and a pipeline of 300 loans per month.
- Managed all aspects of personnel administration in accordance with affirmative action policies including: employment selection and placement, training, performance management and salary administration.

Education

Bachelor of Arts : Sociology Colorado State University 1/4 City , State Sociology

Skills

Adobe Photoshop, Ads, Advertising, AP, AR, automation, automation tools, Balance Sheet, budget, business development, Cash Flow, coaching, competitive, contracts, conversion, data collection, email, Equity, Event management, executive management, finance, financial, General Ledger Accounts, Google Analytics, inside sales, IT management, legal, marketing plans, marketing, market, Marketing & Sales, marketing and sales, meetings, messaging, Excel, Mail, Microsoft Office, Microsoft Project, win, Oracle, Payroll, performance management, personnel, policies, positioning, QuickBooks Pro, Sales, SAP, seminars, staffing, strategy, Symantec, white papers, phone, Teradata, Trade Shows, Veritas, website