

Marijana Ilia Brown

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DATA. TECHNOLOGY. OPERATIONS

SUMMARY

Forward-thinking futurist, techie visionary and data worshiper - Stellar **15** year track record transforming marketing into powerful revenue-driving forces. Rare, powerful combination of strategic business, deep technical, analytical and operational expertise.

AREAS OF EXPERTISE

Extensive experience in digital strategy, web development, marketing technology, data analysis and governance, customer life-cycle and content creation/curation, demand generation, inbound marketing and more...

- Digital Transformation
- Operational Leadership
- Strategic Roadmap Building
- Digital Strategy
- Marketing Automation
- Sales & Pipeline Automation
- Marketing Playbooks
- Compliance, Data Privacy & GDPR
- Audits & Conversion Optimization
- Email Marketing
- Social Media
- SEO, PPC & Digital Advertising

TECHNOLOGY

SFDC (Salesforce) | SFMC Marketing Cloud | HubSpot | Marketo | Pardot | Google Marketing

ACCOMPLISHMENTS

- Successfully led **7** distinct end-to-end global digital and data transformation projects resulting in estimated savings over **\$50M+** combined
 - Launched self-service Digital Center of Excellence (DOE) - collaborative, self-paced learning platform for developer marketing (playbooks, courses, etc...)
- Generated over **\$35M+** and increased sales pipeline by an avg **42%** with data-driven, automated marketing and sales programs
- Led 10 MAP implementations, 8 database migrations, 7 technical integrations, implemented 20+ automated programs and 20 paid integrated campaigns, 25 MAP audits

EXPERIENCE

- **Marketing Automation Consultant** - (Remote) 2021- Present
 - **Director of Digital Marketing** - The Linux Foundation (Remote) 2019 - 2021
 - **Digital Marketing Manager** - Weatherford International (Houston, TX) 2016 - 2018
 - **Strategic Marketing Manager** - BMC Software, Houston, TX 2013 - 2015
 - **Sales and Marketing Coordinator** - UCB Pharmaceuticals, Smyrna, GA 2008 - 2010
 - **Communications Specialist** - United States Air Force 2003 - 2011
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