

# Marijana Ilija 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

Salesforce | Salesforce 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 automation programs
- Led 12 MAP implementations, 10 database migrations, 9 technical integrations, 75+ automated programs, 50+ paid integrated campaigns and more than 25+ system audits

### EXPERIENCE

- **Director of Marketing Delivery** - Assumption Consulting (Remote) 2023 - Present
- **Director of Marketing Automation** - TribalVision (Remote) 2022 - 2023
- **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

### EDUCATION

Bachelor of Arts, Communications, Wayne State University, MI | **Awarded 2007**

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