

# Marijana Ilija Brown

Houston, TX 77002 | [mzmarijana@gmail.com](mailto:mzmarijana@gmail.com) | 832-762-5775

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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 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; web, social, email and paid advertising; media relations, internal communications and integrated marketing campaigns.

- Digital Transformation
- Operational Leadership
- Strategic Roadmap Building
- Marketing Playbooks
- Compliance, Data Privacy & GDPR
- Audits & Conversion Optimization

### TECHNOLOGY

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

### ACCOMPLISHMENTS

- Successfully led **5** 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
  - Implemented several inbound, automated life-cycle marketing & content creation/curation machines

### EXPERIENCE

- **Director of Digital Marketing** - The Linux Foundation (Remote) 2019 - 2021
- **Marketing Director**- SMITH (Canada - Remote) 2018 - 2019
- **Digital Marketing Manager** - Weatherford International (Houston, TX) 2016 - 2018
- **Corporate Marketing Manager** - BPM Microsystems, Houston, TX 2015 - 2016
- **Strategic Marketing Manager** - BMC Software, Houston, TX 2013 - 2015
- **Product Marketing Manager** - Cameron, Houston, TX 2012 - 2013
- **Sales and Marketing Coordinator** - UCB Pharmaceuticals, Smyrna, GA 2008 - 2010
- **Communications Specialist** - United States Air Force 2003 - 2011

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