

Marijana Ilia Brown

Head of Marketing / Marketing Leader

Houston, TX 77002 | mzmarijana@gmail.com | 832-762-5775

Summary

Forward-thinking futurist, marketing visionary and data worshiper - Stellar 15 year track record transforming marketing into powerful revenue-driving forces for enterprise, nonprofit and technology startups. Rare, powerful combination of strategic business and market vision, go-to-market and product innovation and deep technical, automation and operational expertise.

Key Skills

Extensive experience in brand and digital strategy, 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.

- Operational Leadership
 - Strategic Roadmap Building
 - Marketing Playbooks
 - Brand Development
 - Alliances & Partnerships
 - Sales Growth & ROI Calculations
 - Conversion Optimization
 - P&L Management
 - Product Marketing
 - Developer Relations
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Accomplishments

1. Launched 4 portals, 5 apps, 6 rebrands, 7 blog channels, 35+ products, 55+ websites, 75+ tradeshow & events, 100+ programs, 250+ campaigns, 350+ users
 2. Successfully led 5 distinct end-to-end global digital and data transformation projects resulting in estimated **savings over \$50M+** combined
 - Developed various self-service Digital Marketing and Customer portals
 - Launched the first Digital Center of Excellence (DOE) - collaborative, self-paced learning platform for developer marketing (playbooks, courses, etc...)
 3. Generated over **\$35M+** and increased sales pipeline by an avg **28%** with data-driven, automated marketing and sales programs
 - Implemented inbound, automated life-cycle marketing & content creation/curation machines
 - Developed mobile Sales Operations, Lead Generation and Tradeshow Apps
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Experience

Director of Digital Marketing / Marketing Operations

2019 - 2021

The Linux Foundation, San Francisco, CA (Remote)

Reported to the CEO and CTO; oversaw the entire global digital marketing strategy, operations and martech infrastructure for over 250+ open-source developer communities. Led digital transformation, implemented marketing automation and drove innovative digital initiatives.

- Created over **35+** unique developer marketing and data-driven sales programs that contributed to generating over **\$27M+** in revenue and **35%** increase in community growth.

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Marketing Director | SMITH, (Canada - Remote) | 2018 - 2019

Developed and executed global demand and lead-generation B2B strategies, programs and partner marketing campaigns while managing in-house creative and project execution teams.

- Created inbound marketing campaign for managed services that resulted in **\$1.2M** revenue stream; increased lead flow by **32%** while decreasing CPL by over **27%**.

Digital Marketing Manager | Weatherford International, (Houston, TX) | 2016 - 2018

Defined global digital vision and web strategy; directed strategic revenue generating programs.

- Generated **\$20M+** web sales via global site redesign; reduced print costs by **\$500K** annually through customized apps; increased organic site visits by **38%**, engagement by **42%** and web leads by **120%**.

Corporate Marketing Manager | BPM Microsystems, Houston, TX | 2015 - 2016

Marketing and Product Management for \$21M engineered products and services.

- Generated **\$2.6M** in annual sales through strategic revisions to marketing operations and promotional planning; implemented the first global Customer Portal, BPM Connect, resulting in **75%** improvement in customer satisfaction scores.

Strategic Marketing Manager | BMC Software, Houston, TX | 2013 - 2015

Managed cross functional alliance program for strategic business partners - \$15M.

- Captured a **45%** expansion in partner membership, increased retention rate by **27%** and program revenue **82%** through aggressive digital prospecting and retention strategies.

Product Marketing Manager | Cameron, Houston, TX | 2012 - 2013

Launched 5 products and rebranded corporate aftermarket services while overseeing a \$1.3M marketing budget and managing a 5-member team.

- Increased aftermarket sales by **37%** in the first 6 months after service brand redesign, innovative marketing campaigns, effective sales training and enablement programs.

Sales and Marketing Coordinator | UCB Pharmaceuticals, Smyrna, GA | 2008 - 2010

Served as the liaison between partners and creative agencies, including internal teams, partner reviews, legal committees and compliance to ensure all sales and marketing goals were met.

- Executed comprehensive digital marketing plans for 3 products and 20+ events that generated over **\$2.5M** in revenue.

Communications Specialist | United States Air Force | 2003 - 2011

Developed and disseminated communication materials intended to protect and enhance U.S. Military services to members, suppliers, partners, and stakeholders.

- Managed \$2M budget for 2007 Selfridge ANG Air Show.

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