

Marijana Ilija Brown

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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. SFMC Solutions & Integration Expert

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 & Growth (Advanced) | HubSpot | Marketo Pardot | Google Marketing | Front-End Development | Data Management & Segmentation API Integration (REST, SOAP, SSJS, JavaScript, AMPscript, SQL, Bulk API, OAuth, SFTP)

ACCOMPLISHMENTS

- Led 10+ global **Salesforce Marketing Cloud** implementations and **digital transformations**, saving \$50M+ and optimizing data integration by 40%.
 - Launched self-service Digital Center of Excellence (DOE) - collaborative, self-paced learning platform for developer marketing (playbooks, courses, etc...)
- Generated over **\$45M+** and increased sales pipeline by an avg **42%** with data-driven, automated marketing and sales life-cycle programs and curation machines
- Led global teams of Salesforce and web developers, ensuring on-time delivery of projects with a **98%** client satisfaction rate.

EXPERIENCE

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

Certification(s): Salesforce Marketing Cloud - Administrator & Email Specialist

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