

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, with proven leadership in delivering complex, large-scale marketing technology solutions through cross-functional teams.

AREAS OF EXPERTISE

- Digital Transformation
- Operational Leadership
- Strategic Roadmap Building
- Marketing Playbooks
- Compliance, Data Privacy & GDPR
- Audits & Conversion Optimization
- Digital Strategy & Automation
- Sales & Pipeline Automation
- Chatbots, AI Solutions
- Email Marketing & Social Media
- SEO, PPC & Digital Advertising
- Data Analytics, Insights, Reporting
- Front-End Development (HTML, CSS, Java, AmpScript, etc...)
- System Admin & IT Support
- Data Integration & API Management

TECHNOLOGY

Salesforce Marketing Cloud | Salesforce CRM (Sales, Service, Health, Marketing, etc...) | Pardot | Marketo (Adobe) | HubSpot | Google Marketing | GA4 | Power BI | Tableau

ACCOMPLISHMENTS

Successfully led **15+** distinct end-to-end global digital and data transformation projects resulting in estimated savings over **\$50M+** combined

- Led **13+** MAP implementations, **25+** database migrations, **12** technical integrations, **100+** automated programs, **75+** paid integrated campaigns and more than **250+** system audits
- Generated over **\$35M+** and increased sales pipeline by an avg **42%** with data-driven, automated marketing and sales automation programs
- Launched self-service **Digital Center of Excellence (DOE)** - collaborative, self-paced learning platform for developer marketing (playbooks, courses, etc...)

EXPERIENCE

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

Salesforce Marketing Cloud Certified | **2024**

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