

Marijana Ilija Brown

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Digital Transformation | **Marketing Operations** | Technology Automation
People. Processes. Technology. Data.

AREAS OF EXPERTISE

- Market Research, Targeting & Positioning
- Personas, Segmentation & Customer Journey Mapping
- Key Messaging, Content, Web, Apps, Portals, UX / UI
- Channels, Digital Ads, Social Media, Networking, Communities
- Marketing Technology Infrastructure (MarTech)
- Data Migrations, System Integrations, Audit Trails & Compliance
- Data Collection, Governance, Privacy & GDPR
- Email Marketing, Interactive Content, Web Forms, List Building
- Lead Management, Scoring, Progressive Profiling
- Personalization, Behavioral Mapping, Predictive Models
- Digital Campaigns, Automated Programs, Marketing Automation
- Reports, Metrics, KPIs, Analytics & Dashboards
- Training, Sales Enablement, Support
- Demand Generation, Inbound Marketing (Lead Generation)
- Developer Relations, Influencer, Conversion, Channel, Portal Marketing

TECHNOLOGY

Salesforce | Marketing Cloud | HubSpot | Pardot | Marketo | Microsoft Dynamics | Oracle | SAP

EDUCATION

Bachelor of Arts, Communications, Wayne State University, MI

Awarded 2007

EXPERIENCE

Director of Digital Marketing / Marketing Operations

2019 - 2021

The Linux Foundation, San Francisco, CA (Remote)

Implemented marketing automation, oversaw global marketing operations and technology infrastructure, including overall digital strategy, benchmarks and budget, implementation and management, access, administration and training for over 200+ communities.

- Created the Global Digital Center of Excellence (DOE); Implemented over **25+** automated marketing programs that contributed to generating over **\$1.7M+** in revenue.

Marketing Director

2018 - 2019

SMITH, Canada (Remote)

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%**.

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Digital Marketing Manager

2016 - 2018

Weatherford International, Houston, TX

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

- Generated **\$23M+** 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

2015 - 2016

BPM Microsystems, Houston, TX

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

2013 - 2015

BMC Software, Houston, TX

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

2012-2013

Cameron, Houston, TX

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

2008 - 2010

UCB Pharmaceuticals, Smyrna, GA

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

2003 - 2011

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

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

- Directed the planning, fundraising and execution for base events.