

Nicole Cooper Franklin

Ncfranklin14@gmail.com ♦ Seattle, WA ♦ 425-736-9165

PROFESSIONAL EXPERIENCE

Limeade

Customer Marketing Manager

June 2019-February 2021

- Built strategic account plans rooted in research that drove customer upsell, expansion and retention ultimately contributing to \$4.7M in upsell revenue and 97% NRR in 2019
- Successfully drove webinar communications influencing over 84% of upsell opportunities in H1 2020 contributing to \$2.7M of attributed CARR
- Owned launch and onboarding of Customer Team onto Sales Enablement tool (SalesLoft)
- Enabled Customer Team with email campaigns to drive scalable communications with customers
- Created and drove direct mail campaigns reaching over 210 key customers
- Fostered alignment between Customer Leadership team and Customer Marketing

Partner Channel Manager

September 2018-June 2019

- Established a Partner Sales Enablement program to consistently and efficiently educate partners on Limeade, business differentiators, and field support
- Trained and enabled over 50 field employees on partner value, differentiators, and GTM strategy
- Evaluated partner market and presented business case for the optimal vendor partner options and expansion & growth strategy for referral and reseller business
- Developed tailored strategies for 5 partner accounts which included relationship mapping, event planning, tracking of meetings, outcomes, and next steps to advance efforts in the field

Senior Sales Development Representative

March 2017-September 2018

- Promoted to team lead. Additional responsibilities include training and mentoring new SDRs

Sales Development Representative

February 2016-March 2017

- Drove outbound lead generation and qualified all new leads through discovery conversations, industry research and strategic communication creating 70 new opportunities in one year
- Collaborated closely with Marketing team to develop and implement first Account Based Marketing initiatives
- Constantly communicated with and managed pipeline between one RVP and two sales directors
- Monthly strategic sessions with Executive team to build targeted outreach plans for top accounts
- Represented organization at tradeshow and health fairs as a product expert

SH Worldwide

Site Selection Manager

August 2014-February 2016

- Managed relationships between SH Worldwide, individual hotels, and major hotel brands
- Sourced hotels using various websites and industry knowledge to create a list of best hotel options for the client's company meeting or event
- Requested and negotiated contracts, worked with hotels to incorporate client preferred terms
- Helped test, modify, and create SH Worldwide's new proprietary online RFP tool

LEADERSHIP & RECOGNITION

Rainier Athletes Mentor, 2014-Present

Nominated for and completed Limeade's Leadership is a Choice

Qualified for Limeade's Quota Club 2016 (hitting quota every month in 2016)

SKILLS & INTERESTS

- *Technical:* Salesforce, Highspot, SalesLoft, Mac OS X, Windows XP; Office 365
- *Competencies:* Team player, active listener, critical thinker, organized, ability to build rapport
- *Interests:* Soccer, Skiing, Hiking, Trail Running, Traveling, Cooking

EDUCATION

Claremont McKenna College, Bachelor of Arts in Psychology— May 2014