

Carolyn Neff

Digital Strategist | Content Creator | Product Storyteller

caneff21@gmail.com | +1 (262) 422-8751 | linkedin.com/in/carolynneff | neffcar.github.io/

Highly-motivated marketing professional with experience across diverse global organizations, including high-growth tech start-ups. Strengths in content, digital and product marketing via detail-orientation and adaptability to deliver results in fast-paced environments. 10+ years living abroad—bilingual English-German.



EDUCATION

Stanford University

Stanford, CA, USA • 2016

Post-Bac MBA Certificate—Institute for General Management:

Management: Highly selective post-baccalaureate business management program, including finance, marketing, entrepreneurship and organizational effectiveness.

University of Denver

Denver, CO, USA • 2012-2016

Phi Beta Kappa, Crimson and Gold Academic Scholarship

Bachelor of Arts Magna Cum Laude, Major Distinctions:

International Studies, German Language & Literature

Minors: French Culture & Civilization, Political Science

SKILLS

International Experience and Scholarship

Fulbright Scholar, Germany: Assisted local grade-appropriate English-German lessons teaching refugee and immigrant students; developed a broad range of instructional content for localized multi-lingual education; designed and presented U.S. Consulate briefs on education and foreign policy initiatives

Internships: Communications Intern, The Stimson Center (2015); External Relations Intern, The British School of Brussels (2015); Research Assistant, Heidelberg Conflict Research Institute (2014); Outreach Intern, German-American Chamber of Commerce (2014)

Teaching: English Teaching Assistant, The Fulbright Program (2017-18); German Tutor, University of Denver, Center for World Languages and Cultures (2013-2016)

Public Speaking: U.S. Department of State Model United Nations The Hague (2009 and 2010), Washington, D.C. (2013)

Professional and Technical Skills

Languages: German-fluent (C2); French-conversational (B2)

Applications: Canva; Asana; Basecamp; Canva; Concur; Dynamic Signal; GitHub; Google Analytics; Hopin; HubSpot; LinkedIn Campaigns, MS-Office; NetSuite; ON24; Pardot; Podio; Salesforce; SEMrush; Sitefinity; Slack; Trello; WordPress

Customer Service: Crate & Barrel, Seasonal Sales Associate (2013-15); Kiawah Island Golf Resort, Lifeguard/Swim Instructor (2013-14); Brookfield Academy, Receptionist (2012)

Digital Advocacy: Maintain active Celiac disease awareness blog—@eatingwithelise_

WORK EXPERIENCE

Wärtsilä Energy • San Francisco, CA, USA

Marketing Manager, ES&O • 2020-present

Content Marketing Manager • 2019-2020

- Develop product messaging and value propositions to support Energy Storage and Optimization business unit, including localized campaigns, global hardware, and software product launches, and all associated content—spec sheets, decks, digital
- Lead global integrated marketing campaigns, including content strategy, sales/training material, competitive intelligence, tradeshow marketing, \$900K budget management
- Drive messaging and storylines resulting in 38% increase in media coverage and thought leadership—strategy, creation, editing, publishing, translation
- Optimize and manage digital channels—web, A/B workflows, social, tracking and tools, webinars—to support management of digital prospects and to activate conversations
- Manage global industry tradeshows, including speaker and award submissions, booths design
- Led Greensmith Energy brand sunset, development of new corporate website. design and content

Fluence • Arlington, VA, USA

Digital Marketing Associate • 2018-2019

- Increased web-based lead capture and conversions for \$100M high growth energy services business via integrated digital and content marketing campaigns
- Developed strategic brand and product messaging, ensuring company-wide consistency across distributed sales regions and marketing platforms
- Spearheaded website updates, including SEO optimization for regional markets, WordPress module design, HubSpot blog and email marketing communications and workflow automation
- Created English-German collateral to expand cross-market reach, EMEA marketing campaign manager
- Managed global conference and speaking opportunities, \$100K+ budget, booth builds and branding
- Contributed to creation of the company's social media strategy and content

Audi of America, Inc. • Herndon, VA, USA

PR and Communications Assistant • 2016-2017

- Coordinated bilingual English-German vehicle launches, media drives, international auto shows for exclusive VIPs to scaled 500+ attendee media, corporate client, and industry influencer events
- Maintained database and digital marketing activities for lifestyle, motorsport, product, and technology programs to leverage market coverage of new cars at global introductions
- Managed \$1M+ budget and department forecasting, including request for quotes in accordance with contracts/scope of work, delivering timely event productions