

CAROLYN NEFF

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SUMMARY

Highly-motivated content and digital marketing professional with experience across diverse global organizations. Strengths in digital design, content development, brand storytelling and event management via detail-orientation and adaptability to deliver results in fast-paced environments. 10+ years living abroad—bilingual English-German.

MARKETING EXPERIENCE

Global Content Marketing Manager, Wärtsilä | 2019-present | San Francisco, CA, USA

Global renewables organization focused on sustainable energy development

- Lead global marketing initiatives to drive brand and sales enablement, \$800K budget management
- Drive media messaging and storylines resulting in 28% increase in project announcement coverage and thought leadership content—strategy, creation, editing, publishing, translation
- Develop product messaging, value propositions, and content to support Energy Storage and Optimization business unit, including localized campaigns, global hardware and software product launches
- Optimize and manage digital channels—web, A/B workflows, social, tracking and tools, webinars—to support management of digital prospects, events, sales opportunities and to activate conversations
- Manage global industry tradeshow, including speaker and award submissions, booths and content design

Digital Marketing Associate, Fluence | 2018-2019 | Arlington, VA, USA

Siemens / AES start-up with market leading battery-based energy storage systems and services

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

PR & Communications Assistant, Audi of America, Inc. | 2016-2017 | Herndon, VA, USA

Premium German automotive and technology leader

- Coordinated vehicle launches, media drives, international auto shows and logistics for exclusive VIP 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 and purchase requisitions/payments

MARKETING INTERSHIPS

Communications Intern, The Stimson Center | Summer 2015 | Washington, D.C., USA

- Grew digital footprint by 25% via active media mgmt., plus led website upgrade and ongoing optimization
- Oversaw high-profile events for 25-250+ attendees; dignitaries (Sec. of State M. Albright) and politicians

External Relations Intern, The British School of Brussels | 2015 | Tervuren, Belgium

- Created digital reports for recruitment of prospective students, faculty and partner organizations
- Maintained English-French school website, parent Intranet portal and internal/external database updates

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Communications Assistant, German-American Chamber of Commerce-Colorado | 2014 | Denver, CO, USA

- Drove outreach and networking events with 50+ sponsors: lined up 'key industry' speakers and donors
- Unified communication strategies, resulting in ~15% increased membership applications

GLOBAL SCHOLARSHIP

Fulbright Scholar, U.S. Department of State | 2017-18 | Hamburg, Germany

- Assisted local English-language teachers in grade-appropriate lessons, applied bilingual English-German abilities in 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

GlobalRes Residential Community Leader, University of Denver | 2015-16 | Denver, CO, USA

- Delivered individual/group cultural events and mentoring supported by active promotion and budget mgmt.
- Served as resource for pre-study abroad support, orientations, international fairs, housing staff liaison

German Tutor, University of Denver | 2013-16 | Denver, CO, USA

- Provided one-on-one and group German tutoring services for 15+ undergraduate and graduate students/week
- Prepared and delivered adaptive study material for national graduate STAMP exams

Research Assistant, Heidelberger Institut für Internationale Konfliktforschung | 2014 | Heidelberg, Germany

- Collected and processed bilingual English-German data on North/South America border conflicts

EDUCATION

University of Denver | Bachelor of Arts Magna Cum Laude, Int'l Studies, German | 2016 | Denver, CO, USA

Majors with Distinction: Int'l Studies, German Language & Literature; Minors: French, Political Science

Stanford Graduate School of Business | post-bac MBA Certificate | 2016 | Stanford, CA, USA

Highly selective mgmt. program, including marketing, finance, entrepreneurship and org. effectiveness

PROFICIENCIES

Languages:	German—full professional proficiency; French—conversational proficiency
Applications:	Asana; Basecamp; Canva; Concur; Dynamic Signal; Google Analytics; HubSpot; LinkedIn Campaigns; MS-Office; NetSuite; ON24; Pardot; Podio; Salesforce; SEMrush; Slack; Trello; WordPress
Digital Advocacy:	Maintain active Celiac disease awareness blog— @eatingwithelise , industry blogger

PERSONAL

Lived in Australia, Belgium, Germany, Switzerland and the U.K. Enjoy travel, reading, languages, swimming, skiing and community service. Ask me why I wear a green bracelet!