

# Nicole Annen

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Hello! I am a versatile and results-driven marketing leader with over 10 years of experience planning, executing, and optimizing B2B demand generation programs. Proven success aligning marketing with sales to drive measurable growth in fast-paced, high-stakes environments. Known for owning campaigns end-to-end, from concept through reporting, and excelling in resource-light, high-autonomy roles. Comfortable wearing multiple hats, from campaign strategy and digital advertising to copywriting, design, and stakeholder communication.

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## CORE SKILLS

- Product and Partnership messaging and enablement
  - Digital Advertising: Google, YouTube and LinkedIn
  - CRM & Automation: HubSpot, Salesforce, Buffer
  - Content Creation: Whitepapers, Case Studies, One-Pagers, Video
  - SEO & Content Strategy: Google Tag, Google Analytics, Semrush
  - Design & Creative Tools: Adobe, Canva, Capcut, Davinci
  - Web Development: Landing pages, site maintenance
  - Event & Tradeshow Coordination, Sales Enablement
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## EXPERIENCE

### **Blue Margin, Inc.**

*Marketing Manager (Full-Time)*

Fort Collins, CO (Hybrid) | Dec 2023 – Present

- Led digital marketing strategy for data analytics company, contributing to first profitable year in company history.
- Managed full podcast lifecycle ("The Dashboard Effort"), boosting YouTube subscribers 1400% and doubling paid channel ROI.
- Developed and executed LinkedIn ad campaigns and landing pages that aligned with ABM and sales strategy.
- Built automated email campaigns in HubSpot and acted as admin for CRM reporting and lifecycle workflows.
- Liaised with product and sales teams to produce high-conversion content: whitepapers, case studies, and videos.
- Oversaw paid ad budget and optimized allocation based on A/B test performance.
- Event marketing and conference coordination, content development and management

**Digital Risk Group / Spadafy**

*Marketing Specialist (Contract)*

Remote | June 2023 – Nov 2023

- Ran paid and organic campaigns for VDI Managed Services, including SEO and top-ranking blog content.
- Produced videos and digital ad assets for display and LinkedIn, targeting technical decision-makers.
- Created booth and conference collateral for VMware Explore, contributing to increased lead flow.

**Key Bridge Advisors**

*Associate Consultant (Contract)*

Remote | Oct 2022 – Oct 2023

- Executed digital marketing for blockchain clients, including email workflows, newsletters, and audience segmentation.
- Developed brand positioning strategies for complex Web3 and security-focused offerings.

**Value Technology Foundation**

*Grant Writer & Marketing Support (Contract)*

Remote | Mar 2022 – Oct 2023

- Managed grant proposals for Web3 climate startup and supported marketing planning for carbon tracking tools.
- Delivered research, reporting, and decks to support business case for technical government proposals.

**VarLabs**

*Marketing Strategist (Freelance)*

Denver, CO (Hybrid) | Jan 2016 – Nov 2022

- Plan and execute full funnel marketing campaigns for B2B tech, SaaS, and service-based businesses
- Manage multi-channel advertising and social media campaigns
- Collaborated closely with founders, sales teams and SMEs to align messaging with GTM
- Produce collateral including technical pitch decks, one-pagers, whitepapers and articles
- Coordinate events and conferences, created conference booths and collateral, ran booth operations and marketing strategy

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**EDUCATION****B.A. in Psychology**

University of Colorado, Boulder | 2021

Applied cognitive and behavioral insights to marketing strategy and audience research.

**A.A. in Liberal Arts & Sciences**

Johnson County Community College | 2010