

# CAILEY MARCARELLI

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## VICE PRESIDENT (VP) OF MARKETING | CORPORATE COMMUNICATIONS

Strategic Leadership | Brand Management | Stakeholder Engagement | Media Relations

**Results-driven executive with extensive experience leading global marketing and corporate communications strategies**, driving brand growth, enhancing reputation, and delivering integrated campaigns across digital, traditional, and social channels. Skilled in building high-performance teams, optimizing marketing budgets, and executing data-driven campaigns that boost market share and ROI. Expertise in brand positioning, public relations, crisis management, and customer engagement strategies, with deep knowledge of industry trends and customer insights. Thrives in matrixed organizations, managing time-sensitive messaging, fostering cross-functional collaboration, and aligning diverse stakeholders under tight deadlines.

### CORE SKILLS AND COMPETENCIES

Executive Leadership Collaboration | Strategic Marketing Planning | Brand Development and Positioning | Corporate Communications Strategy | Team Leadership and Development | Data-Driven Decision Making | Stakeholder Engagement and Management | Public Relations and Media Outreach | Cross-Functional Collaboration | Change Management | Software as a Service (SaaS) | Digital Marketing and Social Media

### SELECTED CAREER ACCOMPLISHMENTS

- **Presentation development:** Delivered 100+ workshops annually to enhance trust-building, authentic messaging, active listening, and addressing client-specific friction points. Focused on highlighting company differentiators and communicating tailored solutions to drive client engagement.
- **Employee integration:** Designed and implemented personalized onboarding campaigns using employee data, transforming outdated practices into tailored experiences that equipped new hires with essential knowledge and skills. Achieved a 26% increase in employee retention over five years.
- **Managed complexities:** Directed marketing efforts for two companies concurrently, employing strategic thinking and creativity to achieve operational uniformity. Increased efficiency by 200% and reduced operating costs by 50% through streamlined processes.

### EXECUTIVE EXPERIENCE

#### SYMETRI

August 2023 to April 2025

#### Vice President of Marketing

*Develop and monitor key performance metrics to optimize marketing ROI and drive continuous improvement. Collaborate with product, strategy, and sales teams to align communications with product vision and functionality. Diversify acquisition efforts by identifying new marketing channels and reducing reliance on paid advertising. Create and manage a strategic roadmap to scale growth activities and support sales team initiatives, ensuring accountability through detailed reporting and analysis.*

#### Sales Enablement

- Empower the sales team with tailored resources and training to articulate product value, reduce inefficiencies, and enhance data quality for campaigns and sales funnels.
- Redefine Marketing's role within the organization, reducing per-lead costs and expanding the marketing team by 33%.
- Design Salesforce CRM workflows, reducing the sales cycle by 5%, boosting lead conversion rates by 12%, and increasing actionable insights quarterly.

#### Collaborative Leadership

- Partner with the CEO as part of the senior leadership team of a \$288M global/\$120M U.S. organization to align insights, unify messaging, and prioritize initiatives with business strategies.
- Collaborate with product development and business verticals to drive brand awareness, market penetration, customer acquisition, and retention initiatives.
- Partner with channel and sales enablement teams to position products effectively, increasing inbound marketing interest by 15% through targeted digital campaigns.

#### Brand Presence

- Manage a \$500K budget for a marquee industry event, generating 12K+ in-person impressions and \$17M in event-specific deals.
- Curate brand presence at 30+ annual conferences, collaborating with thought leaders to enhance market expertise visibility.
- Lead seamless brand integration for multiple acquisitions, aligning messaging, visual identity, and cultural values to enhance cohesion and employee engagement while localizing international brand messaging for U.S. markets.

- Develop templated vertical decks and expanded the asset library by 40%, reducing sales preparation time by 30% and saving 30+ hours monthly across the Marketing team.
- Evolve brand identity, creating visual assets, messaging frameworks, and tone of voice to reflect core values and resonate with target audiences.

## **SAA INTERIORS + ARCHITECTURE**

**September 2011 to August 2023**

### **Marketing Director**

*Developed and launched a self-navigable, real-time website providing strategic post-COVID workplace guidance, serving as a sales tool to enhance client engagement. Delivered multiple concurrent projects on schedule by prioritizing high-impact initiatives, managing resources, and applying project management expertise. Mentored young professionals and organized external events to foster industry interest and engagement.*

### Leadership & Management

- Built, led, and mentored a marketing team of five professionals, achieving consistent team growth year over year and maintaining zero turnover across a combined 23-year tenure.
- Reduced marketing expenses by 34% by restructuring the budget, optimizing campaign strategies, and implementing rigorous evaluations of marketing activities and sponsorships to enhance effectiveness.
- Conceptualized, secured buy-in for, and implemented a new strategic approach, transforming service offerings, upgrading support systems, and reshaping the company's business vision.

### Sales

- Established and implemented a Go/No Go analysis process that evaluated strategic fit, internal capacity, firm capability, market opportunity, growth plans, and financial benefits for over 200 projects annually, boosting the win rate by 38% and lowering loss costs by 21%.
- Introduced and maintained a referral tracking program that accurately allocated project information, enhancing visibility into the sales funnel and client base and empowering customer-facing teams to execute key responsibilities more efficiently.
- Developed a process to monitor trend data for opportunities, analyzed win/loss information, and conducted postmortems on projects to inform and improve future pursuits.

### Training & Development

- Implemented a monthly firm-wide continuing education program emphasizing key components of various job functions, empowering employees with tools to drive new and repeat business while promoting career growth and advancement.
- Researched and selected a platform, developed comprehensive content, and crafted a rollout plan for a learning management system aimed at underutilized employees to enhance their skill sets and deepen project knowledge.
- Created training guidelines and authored articles for the firm's knowledge base, ensuring multifaceted access to learning materials.

### Communication

- Composed all CEO and Director firm-wide communications, such as email announcements, State of the Market addresses, objective assessments, and companywide change messages, ensuring clarity and maintaining a unified brand voice.
- Devised and executed effective social media strategies, leading to a 61% increase in social media engagement and an 83% increase in followers over two years.
- Led the creation and launch of three company websites, enhancing the user experience with modernized, intuitive interfaces, resulting in an average 32% rise in web traffic.

### Employee & Client Experience

- Evaluated employee feedback, behavior, and performance metrics to design targeted initiatives that elevated employee engagement, satisfaction, and productivity.
- Engineered management and employee workflows within a customized HRIS system, facilitating searchable individualized information regarding preferences, project experience, and job details to optimize the execution of core job responsibilities.
- Established community outreach programs for local and national areas, broadening the organization's social impact and engagement.

### Brand

- Established visual concept and brand standards for two affiliated companies across all media platforms, ensuring consistent and recognizable visual identities while boosting employee engagement in brand awareness and reputation initiatives.
- Guided the company through an inclusive visual and cultural rebranding effort, modernizing the organization to align with new business strategies.
- Expanded brand presence into three new geographic markets, successfully entering regions with no prior client base.

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## **EDUCATION**

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**Bachelor of Arts (BA) in Film Production and Production Design | LOYOLA MARYMOUNT UNIVERSITY**  
**Construction Project Management Certificate | CALIFORNIA STATE UNIVERSITY DOMINGUEZ HILLS**