

# Summary

Creative and operationally minded enterprise B2B marketing professional specializing in seamless execution of highly complex and integrated digital marketing campaigns. Seeking to develop and lead a skilled marketing team to rapidly grow revenue.

## Education

**College of Charleston**  
MBA, Marketing

## Certifications

**Marketo** - Certified Expert  
**Salesforce** - Certified Admin  
**Hubspot** - All Certifications  
**Google** - Analytics / Adwords  
**Demandbase** - ABM  
**Drfit** - Conversational Marketing

## Relevant Skills

Demand Generation, ABM, Revenue Ops, Marketing Ops, Digital Marketing, Web Development / Design, Product / Content Marketing, Press Relations, Analyst Relations

## Relevant Tools

Marketo, Salesforce, 6Sense, Word-Press, Demandbase, Google Analytics / AdWords / Tag Manager

## Direct Reports

**Past + current**

**8** - Marketing Ops  
**5** - Digital Marketing  
**4** - Design  
**5** - Development  
**3** - Sales Ops / Enablement  
**6** - Agency

## Owned Budgets

**Marketing** – 1M  
**MarTech** – 500k

## Awards

**Nexthink** - 2019 Marketer of the Year  
**Stackies** - [2020](#)

## Experience

**zeroheight** **6 Months**

Head of Marketing

ARR: 8M Team: 8

**Octopus** **3 Months**

VP of Revenue Marketing

ARR: 10M Team: 2

**Codecov** **1 Year 10 Months**

VP of Marketing

ARR: 2M → 4.5M Team: 1 → 4

**Nexthink** **3 Years 6 Months**

Sr. Director, Marketing Operations & Technology

ARR: 28M → 100M Team: 11 → 43

**XebiaLabs** **3 Years 4 Months**

Director, Marketing Operations  
Senior Digital Marketing Manager  
Digital Marketing Manager

ARR: 7.5M → 30M Team: 2 → 13

## Work Samples

### Presentations

[Marketing Technology Stack Lifecycle Model](#)  
[Lead Assignment](#)  
[ABM Implementation](#)  
[Corporate Personas](#)

### Campaigns / Projects

[Code Coverage eBook](#)  
[Code Coverage Calculator](#)  
[Codecov Diagram Generator](#)  
[Periodic Table of IT Ops Tools](#)  
[Nexthink Brand Guide](#)

## Recent Initiatives

Free Trial, Product Telemetry, Pricing Plan Modifications, Account Based Marketing, Website Redesign, Revenue Reporting, Attribution, Dashboarding / Reporting, Lifecycle Modeling, Lead / Contact Assignment, Nurturing, Lead Scoring