

Strategy, Content & Sales
Enablement **LIKE NO OTHER.**

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For the lifespan of my career, I've enjoyed establishing new ways for organizations to interact with their audiences. I meet sales goals through critical thinking and efficient processes. I'm well-versed in today's transformative marketing methodologies including ABM and lifecycle/growth marketing with analytical thinking and automation. The ultimate goal is always an enjoyable experience for the customer that leads to brand loyalty, retention and word-of-mouth success. I'm dedicated to the craft, working to build a brand and support a team.

EXPERIENCE

Smartbridge — Marketing Director

FEBRUARY 2012 - PRESENT | HOUSTON, TEXAS

Established and executed go-to-market strategy and sales campaigns as the Smartbridge service lines evolved through the years. Introduced new ways for the organization to interact with target audiences. Leading our small yet mighty sales and marketing team, we drive creation, planning and oversight of a variety of marketing and sales disciplines: campaign strategy, Account Based Marketing (ABM/ABX), content marketing, conversational sales, digital advertising, media relations, event marketing, social media, email marketing, web design, SEO and SEM. Regular engagement in the planning and execution of efforts related to marketing strategy, performance measurement, customer behavior, and user experience.

HIGHLIGHTS & MILESTONES THROUGHOUT MY TENURE...

// REVENUE //

- Achieved MQL, SQL and converted lead goals in 2021 and 2022 simply through paid and organic traffic, several events, and content syndication
- ABM and lifecycle marketing efforts contributed to \$14m in revenue in 2022
- 64% of active clients were acquired by marketing efforts as last-touch attribution
- 83% of multi-project clients with multi-year relationships were net new logos from marketing initiatives
- Manage a lean annual budget (6% less than average) across 7 service lines
- In recent years, an avg 25% of gross revenue was attributed to inbound lead generation from organic traffic (SEO)

// STRATEGY //

- Built a modern integrated tech stack with Salesforce as the single source of truth for customers and prospects. Feeding Salesforce is ZoomInfo, Outreach.io, Drift, emfluence, LinkedIn Sales Navigator, Calendly, and direct mail
- Established the Ideal Customer Profile and customer journey map and applied these criteria for outlining key approaches to digital brand awareness, demand gen and pipeline growth. Built a 3-tier ABM target list based on 1:1, 1:Few and 1:Many approach
- Built a small team to deliver across 7 service lines, with cross-training in every marketing discipline

STRENGTHS

Lifecycle Marketing
Growth Marketing Strategy
Marketing Analytics
ABM / ABX
Demand Generation
Content Creation & Management
Sales Processes & Methodology
SEO / SEM
Conversion Rate Optimization (CRO)
Performance Measurement
CRM Administration
Web & UX Design
Bug Finder & Troubleshooting Whiz
AI Prompt Engineer

TECH STACK

ABX & SALES ENABLEMENT

ZoomInfo, Drift, Outreach.io, emfluence, Google Ads, Microsoft Ads, LinkedIn Ads, Trello, Handwytten, Calendly, Microsoft Bookings

ANALYTICS

Google Analytics, Google Search Console, Microsoft Power Platform, Hotjar, Microsoft Clarity, ZoomInfo Intent

SEO & CONTENT MARKETING

WordPress, WP Engine, SEMrush

CRM

Salesforce Sales Cloud, Dynamics 365 CE

DESIGN

Adobe CC, Camtasia

- Alliance manager for Microsoft, Salesforce, UiPath partnerships, including a focus on co-marketing and credentialing.
- Created brand identity and go-to-market strategy for several B2B SaaS apps and solution accelerators
- Championed and administered the investment into ZoomInfo and intent data topics
- Built sales reporting dashboards to track # of leads generated, MQLs, SQLs and qualified opportunities, and ultimately manage my sales team's commission reports

// CAMPAIGNS & DELIVERABLES //

- Established a content marketing program in 2013 that has generated multiple clients, including one of the largest global restaurant fast food chains, generating \$7m in revenue and growing
- Created a modular asset system to produce personalized content for target accounts (eBooks, blog posts, podcasts, case studies, etc.)
- Created Communications & Brand Standards, Partner Marketing Plan (to give partners guidance on how to co-market with us), and various other SOPs
- Source campaigns of MQLs in CRM are 65% inbound (SEO, PPC, email) 35% event leads
- End-to-end execution of dozens of conference sponsorships and exhibits from tabletops to 10x20s
- Increased website traffic by over 540% after multiple WordPress site overhauls

References will include Victoria Lish, former marketing manager and Zach Reynolds, former marketing coordinator

Baker Ripley (formerly Neighborhood Centers) — *Digital Communications Manager*

DECEMBER 2008 – FEBRUARY 2012 | HOUSTON, TEXAS

Established an online marketing strategy for the 104-year-old human services agency, which previously communicated solely through direct mail. First member of the newly established marketing department.

- Brought thousands of new supporters through social media and created successful crowd-sourcing contests to earn support from local fundraising events
- Increased agency awareness by 4.54% through 1 Google Ads campaign
- Produced a 10% increase in email database through website user interface improvements, AdWords, and newsletter promotions
- Established the importance of creating a Google Analytics account for our three-year-old website and continued to increase traffic volume by approx. 7.6% each month through multivariate testing, SEO tactics, information architecture improvements, and content revisions
- Increased volunteerism, established online fundraising and event participation through maintenance of relevant and real-time content websites on Neighborhood Centers' and third-party websites
- Increased two-way communications and fundraising through regular email correspondence and seasonal "asks"
- Planned, recommended, and managed the agency's first microsite and designed the first blogs, ultimately impacting organic traffic

References will include my Baker Ripley manager, Taryn Baranowski (now CMO, Jewish Federation of Greater Houston)

SPEAKING ENGAGEMENTS, AWARDS & CERTIFICATIONS

Google Ads Search Certification - Google

Microsoft Advertising Search Certification - Microsoft

ZoomInfo Certification for SalesOS

Conversational Sales Certification - Drift

Account Based Marketing Certification - Demandbase

LinkedIn Sales Navigator Community Champion- 2022 recognition and panelist speaker on community events

BMA Lantern Award of Excellence - 2019, Integrated Marketing Campaign

BMA Lantern Award of Excellence - 2019, Multisite network website redesign

IABC Bronze Quill Award of Excellence - 2017, Digital Communications - Smartbridge.com Redesign for SEO

IABC Bronze Quill Award of Excellence - 2014, Special Events - Communication Management

IABC Bronze Quill Award of Merit - 2014, Strategic Communication Processes - Communication Management

Salesforce Texas Dreamin' Conference - 2022 speaker on integrating your martech and saletech for omnichannel outreach and insights

Microsoft Dynamics 365 User Group Summit - 2017 Speaking Session on Sales & Marketing Collaboration

Microsoft Dynamics 365 User Group Summit - 2016 Panelist on two separate marketing and CRM admin roundtables

Primavera Systems (acquired by Oracle) — *Web Designer*

MARCH 2008 - NOVEMBER 2008 | BALA CYNWYD, PENNSYLVANIA

With the option of joining the marketing or web development team, I opted to surround myself with experts to skill up on a crucial skill in digital marketing, web design & SEO.

- Managed and executed localized corporate microsites for China, France, Germany and Japan
- Executed Google and Yahoo PPC campaigns resulting in 181 new leads July-Nov. Created landing pages and microsites for individualized email campaigns, working jointly with the marketing team to provide the necessary tracking, design, and content for campaign success

Pertmaster (acquired by Primavera Systems) — *Marketing Communications Specialist*

FEBRUARY 2005 - MARCH 2008 | HOUSTON, TEXAS

Pioneered marketing programs out of the first US office for a project risk management B2B SaaS company originating in the UK (Pertmaster). Developed strategy, then executed and evaluated the effectiveness of various direct mail, email, event, website, and branding campaigns. Juggled multiple projects with varying priorities simultaneously and made the company profitable, catching the eye of Primavera Systems.

- Lead marketing activities that contributed to \$4m revenue for 2006 and \$10m for 2007 with the execution of Pertmaster events including approx. 60 product seminars and an annual user day
- Increased web traffic by 30% during a significant software launch in July of 2007
- Generated up to 30% of the total lead generation efforts by coordinating and participating in 30 conference and trade show marketing functions
- Managed direct mail and email campaigns that led to a sale conversion rate of 5%
- Developed and administered the organization's Salesforce CRM. In two years, this resulted in a database 30k strong with a proper automated sales channel from prospecting to qualifying to opportunities. The automation and delivery of fresh leads on a daily basis encouraged a growth of 500% in revenue over three years.
- Gave the website the make-over needed (content, layout and design) to serve as a proper lead generation/nurturing avenue with various conversion goals throughout. Typically, 50% of sales opportunities were derived from organic traffic

OnClick Corporation — *Head of Marketing*

MARCH 2002 - FEBRUARY 2005 | HOUSTON, TEXAS

Put a start-up biometric technology company (B2C) on the map with its first marketing programs. Combined product marketing management and public relations to create exposure for new products and a new technology.

- Sales spiked 200% after cultivating a relationship with a local celebrity that touts emerging gadgets in a weekly column and radio show. Sales rose again 70% after obtaining an agreement with QVC to showcase the products on the cable channel
- Created exposure for the products via SEO and reseller distribution by developing the product packaging, brochures and website to eliminate confusion and demonstrate the benefits of two product lines: corporate solutions and consumer devices
- With limited experts in the biometric field, initiated a viral campaign to spread awareness of biometrics and debunk myths surrounding the technology. Seventy percent of unique website visitors discovered the company by way of a biometric blog and regular contributions to other outside biometric blogs

EDUCATION

University of Houston — *Bachelor's Degree in Communications with a Business Marketing Minor*

eCornell — *Marketing Strategy Certification*

Let's talk! At the end of the day, it's about the relationship and experience, not the resume.

Brooke Browne