

## MARKETING LEADER

Demand Generation • Brand Builder • GTM Strategy • Partner Marketing • Revenue Acceleration

- Growth-focused data-driven marketing executive with 15+ years of experience driving scalable demand generation and go-to-market programs across B2B SaaS. Proven ability to lead high-performing teams, optimize full-funnel performance, and consistently exceed pipeline and revenue goals.
- Deep expertise in omnichannel programs—ABM, field events, webinars, SEO/SEM, email, paid media, and lifecycle marketing—combined with strategic leadership in partner/channel development, digital transformation, and CRO.
- Track record of scaling marketing teams and budgets while maintaining operational excellence and driving measurable business impact.

## PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS

### BLOOMERANG

2021– 2025

#### VP, Growth & Channel Marketing

Led demand generation and channel partner programs focused on revenue acceleration. Oversaw digital campaigns, webinars, field marketing, paid media, channel marketing and website optimization to drive brand visibility and customer engagement at a leading nonprofit CRM and fundraising SaaS platform. Delivered pipeline and revenue growth, scaling both team and strategy to support a 200%+ increase in total revenue during tenure.

- **Revenue Growth Leadership:** Helped drive a 213% increase in total company revenue and 135% increase in ARR from 2021 to 2024 through integrated demand generation, channel, and lifecycle marketing strategies.
- **Channel Marketing Impact:** Scaled the channel partner program by 93%, growing to 598 partners and delivering 227% growth in partner-sourced ARR and 195% growth in closed-won deals.
- **Webinar & Event Channel Expansion:** Drove a 1,093% increase in webinar deal volume and a 133% increase in field event-sourced ARR; increased total event volume by 35%.
- **Website & CRO Innovation:** Increased website conversion rate from 0.35% to 0.5%; drove 22% growth in website sessions and 33% in active users YoY through continuous testing and implementation of SEO strategies, including optimization for AI chatbots.
- **Upsell Performance:** Supported a 236% increase in upsell ARR and 140% increase in upsell pipeline deals over a 1-year period, aligning closely with Sales on cross-sell strategy.
- **Thought Leadership & Brand Visibility:** Delivered 20+ conference speaking sessions and panel appearances at high-profile events including AFP ICON, Nonprofit Storytelling Conference, and Planet Philanthropy enhancing market awareness and providing educational content that turned into inbound product interest.
- **Team & Talent Development:** Hired and scaled a high-performing team of 8 marketers. Led initiatives in agile marketing, project management software adoption, and strategic planning cycles to improve the speed and execution quality of marketing initiatives.
- **Strategic Program Testing:** Launched A/B and channel optimization experiments to support 20% YoY growth in MQAs and 37% growth in new business pipeline ARR.
- **Tech Stack Mastery:** Oversaw implementation and daily management of key tools across the marketing tech stack, including Salesforce and Marketo (CRM and automation), Qualified and 6Sense (ABM and personalization), Wistia and Jasper.ai (content creation), and Asana (project management).
- **Collaborative Business Growth Initiatives:** Partnered with Sales, Customer Success, and industry influencers to align marketing strategies and business objectives, driving increases in referrals and retention rates.
- **Budget Ownership:** Oversaw multi-million dollar marketing budget; optimized channel allocation to continuously improve cost revenue ratio and lowered it by 1.5%.

**ONECAUSE INC.**

2011–2021

**Senior Director – Growth Marketing (2018–2021)**

**Director – Marketing (2015–2018)**

Promoted from Area Director, Sales & Marketing into a marketing leadership role. Directed the growth marketing function at a leading cloud-based fundraising SaaS provider. Oversaw strategy and execution across demand generation, brand, content, SEO/SEM, trade shows, and automation. Managed a team of 5 employees and 3 agencies.

- **Demand Generation Strategy:** Developed the marketing playbook that fueled 30% YoY growth; introduced ABM and nurture programs that increased lead quality and pipeline efficiency.
- **Website & SEO Optimization:** Increased web traffic by 50%, including a 106% increase in referral traffic and 55% growth in organic search results. Led a complete site redesign and A/B testing strategy.
- **Lifecycle Campaigns:** Achieved 40%+ open rates on email campaigns; built segmented nurture programs that drove upsell and customer loyalty.
- **Brand Leadership:** Directed corporate rebrand from BidPal to OneCause; managed agency and internal stakeholders to ensure cohesive rollout across channels.
- **Field Marketing Execution:** Executed 20+ trade shows annually, including exhibiting at four 3,000+ attendee industry conferences. Managed end-to-end planning, promotion, and logistics.
- **Reputation Management:** Boosted online review scores by leading improvements in social listening and customer engagement strategies.
- **Team Development & Vendor Management:** Built a strong internal team and curated agency partnerships aligned with strategic goals.
- **Analytics & Budget Oversight:** Implemented marketing dashboards and reporting processes to track performance and guide strategic decisions.

**Area Director, Sales & Marketing – Mid-Atlantic Region (2012–2015)**

Managed regional sales and marketing for fundraising software and services across the Mid-Atlantic, including Washington, DC. Developed and executed go-to-market strategies, cultivated influencer relationships with nonprofit associations, and generated demand through networking, conferences, and client events. Built and managed a high-performing pipeline, led local support for national accounts, and ensured seamless onboarding through cross-functional collaboration.

- **Revenue Growth:** Grew regional sales by 30%+ in two consecutive years with 80%+ annual renewal rate.
- **Top Performance Recognition:** Awarded Area Director of the Year for highest company-wide performance in revenue generation and client satisfaction.
- **Market Development:** Executed local go-to-market strategy including partnerships with nonprofit associations to influence lead gen and product visibility.
- **Consultative Sales:** Delivered full-cycle sales and post-sale support to nonprofit clients, fostering long-term relationships and loyalty.
- **Cross-Functional Implementation:** Managed matrixed teams to deliver seamless onboarding and turnkey solutions for national account clients.

**Event Manager/Product Marketing Consultant (2011–2012)**

After joining in a part-time marketing support role, I was promoted to direct onsite implementations of BidPal software for auction engagements. Served as subject matter expert, project manager, and advisor to clients, events staff, and Area Directors, providing leadership on installation, usage, customer experience, and technical support.

**ROYAL CARIBBEAN INTERNATIONAL:** Weston, FL  
**MBA Marketing Intern – Celebrity Cruise Lines**

2011–2011

Supported development and execution of brand vision and architecture for RCI's Celebrity Cruises modern luxury line. Benchmarked industry promotions to cultivate insights used to build competitive intelligence and influence product offerings and revenue opportunities.

**HUMAN RIGHTS CAMPAIGN:** Washington, DC  
**Associate Director – Events** (2008–2010)  
**Senior Manager – Events** (2007–2008)  
**Manager – Events** (2005–2007)

2002–2010

**Coordinator/Assistant – Capital Campaigns • Development Associate** (2002–2005)

Initially joined advocacy group developing and maintaining donor files and driving improvements to fundraising. Rapidly promoted through roles of increased responsibility managing the full spectrum of marketing, support, and execution of major volunteer fundraising events for up to 2,800 guests.

- **Directed events producing \$1.5M (30% of total department revenues),** managing complex operational workflows and coordinating with technical vendors and logistics partners. Led planning for galas in major markets and HRC National Dinner in DC.

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## COMPETENCIES

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**Strategic & Leadership Skills:** Strategic Planning • Go-To-Market Strategy • Brand Architecture & Management • Field Marketing Strategy • Account-Based Marketing (ABM) • Funnel Metrics & Pipeline Analytics • Campaign Performance Reporting • CAC Optimization • RevOps Collaboration • Talent Management • Budget Management  
**Digital & Demand Generation:** Demand Generation • Marketing Automation • Content Marketing • Email Campaigns • Paid Search & Social • SEO – Search Engine Optimization • Agile Marketing • Traditional, Digital & Experiential Marketing  
**Analytics & Technology:** Analytics • Google Analytics • Google Webmaster Tools • MarTech Stack Management • Salesforce CRM • Marketo • SEM Rush • WordPress • Screaming Frog  
**Execution & Project Delivery:** Trade Shows • Field Events • Website Development • Press Relations • Promotions • Programming • Agency Management

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## EDUCATION

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**THE GEORGE WASHINGTON UNIVERSITY SCHOOL OF BUSINESS:** Washington, DC  
**Master of Business Administration**

**THE GEORGE WASHINGTON UNIVERSITY:** Washington, DC  
**Bachelor of Arts in Human Services** (Cum Laude)