

Nelinda O'Brien

ACHIEVEMENTS

- Developed event lead capture and attribution process, resulting in \$7MM in pipeline from events alone
- Improved nurture engagement by 60% utilizing audience targeting and A/B testing
- Executed digital campaigns generating over \$45 MM of pipeline contribution for the year
- Increase number of digital campaign outreach 3X YOY leveraging email, webinars, display, and website

EXPERIENCE

- > **SAYARI - DIRECTOR, MARKETING OPERATIONS** AUG 2022 - PRESENT
 - Oversee all martech assets including database health, segmentation, workflows, lists, campaigns and reports
 - Launched new, multi-step ABM initiative, resulting in \$3MM in influenced closed won opportunities
 - Implemented new scoring model (x2); new models allowed more reliable and flexible point allocation for contacts
 - Collaborated with demand gen and content teams to launch new nurture program with targeted audience focus
 - Engaged with key stakeholders and executive leadership to align on GTM strategy and execution
 - Reported regularly on opportunity attribution to best assess marketing impact by campaign/initiative
- > **DATASTAX - SR. MANAGER, MARKETING OPERATIONS** FEB 2022 - AUG 2022
 - Launched and managed segment-specific nurture programs to include progressive profiling and improved lead capture/attribution structure resulting in over 380 MQLs and \$2.6 MM in opportunities in just 3 months
 - Managed multiple, parallel projects and deliver quality enhancements and deployments on schedule
 - Enhanced database segmentation and improve performance and deliverability of campaigns
 - Managed and executed marketing operation requests using Jira including program setup, scheduling, SFDC campaign creation/sync, and post campaign analysis
- > **LOGI ANALYTICS - MANAGER, DEMAND GEN MARKETING** JAN 2021 - FEB 2022
 - Managed end-to-end integrated campaigns including email, content syndication, virtual events, webinar, and display
 - Executed program strategy, planning, promotion, execution and follow-up for both in-house and partnered webinars
 - Collaborated on marketing strategy based on campaign testing, analysis, and pipeline generation
 - Communicated with cross-functional marketing teams to strategize and outline key marketing themes, messages, offers, and mediums for campaigns throughout the year
 - Monitored and reported on full funnel lead to opportunity performance
- > **CENTRALSQUARE - MANAGER, DIGITAL CAMPAIGNS** NOV 2017 - DEC 2020
 - Managed and lead the execution of digital marketing campaigns, including marketing automation, SEO, paid search, display, lead gen pages, webinar, video, CRM and account-based marketing
 - Owned the lead generation strategy and report on performance against KPIs such as Marketing Qualified Leads (MQLs) and Sales Accepted Leads (SALs)
 - Managed the allocation and tracking of marketing program budgets and spending
 - Project managed large-scale site consolidation and rebrand to successful launch of CentralSquare website
- > **VIEWPOST - MANAGER, MARKETING & OPERATIONS** AUG 2015 - NOV 2017
 - Developed and execute overall strategy for marketing automation, corporate website, SEO/SEM and digital marketing efforts that support the organizations goals, reducing spend per conversion by 34%
 - Created and managed email campaigns using Marketo marketing automation to include ideation, setup, testing, reporting, and integration with Salesforce CRM
 - Measured and reported performance of marketing campaigns, and assess against goals (ROI and KPIs)
 - Maintained marketing database including data imports, list segmentation, and campaign reporting

SKILLS

CAMPAIGN OPERATIONS	MARKETO CERTIFIED EXPERT	SALESFORCE CRM	PROJECT MANAGEMENT	DATABASE MARKETING
HUBSPOT MAP	MARKETING AUTOMATION	ACCOUNT BASED MARKETING	WORDPRESS CMS	GOOGLE ANALYTICS

EDUCATION

- > **UNIVERSITY OF CENTRAL FLORIDA** AUG 2005 - AUG 2010
 - Major: Business
 - Minor: Entrepreneurship
 - Bachelor of Science, August 2010