

PORTROLIO SOCIAL MEDIA

www.kimberlygretta.com

www.linkedin.com/in/kimberly-gretta-5128595

PROFESSIONAL SUMMARY

Seasoned Senior Marketing Manager with a proven track record in product management, developing innovative marketing strategies for the Cyber Security, Security and Compliance, Artificial Intelligence, Machine Learning, SaaS and Tech sectors. Expert in leveraging data insights and AI technology to drive brand growth in a dynamic environment. Skilled in product marketing, executing strategies, and creating compelling value propositions. Adept at managing multiple priorities, developing engaging content, and conducting market research. Demonstrated ability to articulate complex concepts with strong analytical and communication skills. Creative thinker committed to driving customer success through innovative marketing approaches.

SKILLS

Strategic Planning

Marketing Analytics

Customer Segmentation

Channel Marketing

Brand-building strategies

Digital Marketing

Project Management

KPI Tracking

Market Analysis

Social Media Strategy

Customer Retention Strategies

Market Research Analysis

Product Lifecycle Management

Content Strategy

Cross-Functional Collaboration

Competitive Analysis

Campaign Management

SEO

Social Media Marketing

Customer Acquisition

Marketing campaigns

SEO Optimization

Budgeting and Allocation

Strategic Marketing

Marketing Strategy Development

WORK HISTORY

NXT1 Senior Marketing Manager • Jan 2023 to Current

- Developed and executed NXT1's extensive marketing strategy, enhancing the company's brand image and positioning as a leader in secure SaaS solutions.
- Collaborated with C-suite executives to implement targeted marketing campaigns aligned with business objectives, driving enhanced market recognition.
- Implemented innovative marketing concepts, producing engaging visuals and content for multiple platforms, driving NXT1's brand and sales performance.
- Key figure in the launch of NXT1's Marketplace, ensuring optimal user experience and seamless integration with enterprise software.
- Conducted market trend analysis and competitive intelligence to inform product development and marketing strategies, ensuring LaunchIT's alignment with customer needs and industry benchmarks.
- Championed growth marketing and demand-generation strategies, including Account-Based Marketing (ABM), significantly enhancing customer acquisition, retention, and

revenue.

- Managed product messaging, developed case studies, and crafted creative strategies to promote LaunchIT, highlighting its value prop.
- Led the creation of product demos and sales presentations, effectively communicating LaunchIT's features and benefits to prospective clients.
- Gathered and analyzed customer feedback to inform continuous improvement and development of LaunchIT, ensuring it meets market needs and expectations.
- Established a consistent brand identity across all channels, including print, digital, and social media platforms.
- Managed vendor relationships effectively to ensure timely delivery of products/services while maintaining budget constraints.
- Implemented data-driven decision making by using analytics tools to track campaign performance and adjust strategies accordingly.
- Streamlined internal communication processes within the department, improving overall efficiency and project completion times.
- Conducted regular competitor analysis to maintain a competitive edge within the marketplace.

RockITek Senior Strategic Marketing Manager • Bel Air, MD • August 2021 to Current

- Spearheaded inbound marketing strategy, achieving notable lead generation and brand recognition growth.
- Drove business growth and supported portfolio partner objectives through management and optimization of RockITek's online presence and partner solutions, leading to a 40% increase in partnership opportunities.
- Created and produced diverse marketing materials, including solution briefs and white papers, contributing to a 25% boost in customer retention.
- Developed and implemented a targeted ABM strategy utilizing Salesforce and Pardot, resulting in a 20% rise in closed deals and optimized lead segmentation.
- Utilized analytics and data insights to track and enhance the performance of partner marketing programs, ensuring maximum ROI and aligning marketing strategies with emerging industry trends.
- Skillfully managed the marketing budget to achieve cost savings for impactful partner events, leading to increased engagement and partner recruitment efficiency.
- Monitored competitors' activities to identify opportunities for differentiation, enabling the company to maintain a competitive edge in the market.
- Spearheaded the development of an email marketing program that resulted in increased open rates and click-throughs for lead generation purposes.
- Oversaw the creation of sales materials that effectively communicated product benefits, resulting in increased interest from potential customers.
- Coordinated trade show appearances, maximizing exposure at industry events and generating valuable leads for business development.

WELLAIR Channel Manager/Marketing Manager • Stamford, CT • Oct 2019 to Aug 2021

- Directed co-marketing initiatives at WellAir, leveraging Adobe Marketo Engage and WordPress with SEO strategies to boost content quality to foster partner collaboration, expand market reach, and improve search engine visibility for targeted audience engagement.
- Initiated consumer-oriented marketing strategies at WellAir, significantly elevating brand recognition and customer engagement, resulting in improved customer loyalty and market share.
- Developed and executed innovative Go-to-Market (GTM) strategies and product

launches at WellAir, leading to a 20% increase in market adoption and a 15% boost in sales revenue, driving business growth and product success.

- Led cross-functional teams at WellAir to ensure seamless integration of marketing initiatives with product development and sales objectives, fostering a collaborative environment and aligning goals across departments.
- Leveraged data analytics and market research at WellAir to inform marketing strategies, optimize campaign performance, and identify new opportunities for product innovation and market expansion.
- Facilitated channel engagement to support territory sales goals.
- Articulated value proposition to assigned territory partners to maintain and increase share of partner business.
- Developed solid working knowledge of products to understand benefits to potential customers.
- Coordinated sales activities with partners and resellers to identify and close new business.
- Enhanced channel partner relationships by consistently providing support, information, and guidance.
- Collaborated with cross-functional teams to develop marketing materials tailored specifically for channel partners.
- Maintained an up-to-date understanding of industry developments, ensuring that our channel strategy remained nimble and responsive to emerging market demands.

TALLAN, INC. Channel Marketing Manager • Glastonbury, CT • Jan 2017 to Sept 2019

- Spearheaded the development and execution of B2B marketing strategies for Tallan's healthcare chatbot, leveraging HubSpot Marketing Hub for campaign management and WordPress for content creation, resulting in enhanced brand visibility and customer engagement.
- Championed the integration of advanced natural language processing technology into marketing initiatives, driving a significant increase in user interaction and satisfaction.
- Led a cross-functional team to create and implement innovative Go-to-Market (GTM) strategies, achieving an 18% increase in market adoption and a 33% rise in sales revenue within the competitive healthcare technology sector.
- Utilized data-driven insights to optimize marketing campaigns, ensuring alignment with business objectives and maximizing return on investment, achieving a 23% surge in lead generation and a 38% uplift in conversion rates.
- Bolstered overall company revenue via diligent monitoring of partner performance metrics, identifying areas for improvement and providing actionable insights.
- Analyzed competitor activity within the channel space to inform decision-making and maintain competitive advantage.
- Spearheaded successful product launches within the channel, driving awareness and generating interest among potential customers.
- Enabled smoother internal collaboration between departments by streamlining workflows related to partner communications.
- Devised creative co-marketing campaigns in partnership with strategic allies, fostering mutually beneficial growth opportunities.
- Ensured successful product and feature adoption among channel partners through customized training sessions, webinars, and hands-on workshops.
- Collaborated closely with sales teams to ensure consistent messaging and alignment of marketing initiatives.

EDUCATION

Bachelor of Arts - Advertising • *Temple University* • January 2011

Associate of Arts - Graphic Design • *California Design College* • January 2008

TECHNICAL PROFICIENCIES

Advertising and Social Media Tools: Google Ads, Facebook Ads Manager, LinkedIn Advertising, LinkedIn Sales Navigator, Twitter Ads, Hootsuite, Sprout Social

Analytics and SEO Tools: Google Analytics, Adobe Analytics, SEMrush, Moz, Google Search Console, UTM.io

Content Creation and Design: Adobe Creative Suite, Canva, Figma, QualtricXM, WordPress

CRM and Data Management: Salesforce, HubSpot CRM, Zoho CRM, Apollo.io, Adobe Experience Cloud

Email Marketing and Automation: Pardot, Marketo, ActiveCampaign, Mailchimp, Constant Contact, Campaign Monitor, HubSpot Email Marketing

Project Management and Collaboration: Trello, Monday.com, Asana, Miro, Slack, Microsoft Teams, Microsoft Office, Google Drive

Reporting and Data Visualization: Tableau, Google Data Studio, Databox.

Social Media: Sprout Social, Hootsuite