





# EMILY THOMPSON

## SENIOR MARKETING LEADER

### CONTACT

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### SKILLS

Strategy  
Leadership  
Campaign Development  
Demand Generation  
Performance Marketing  
Marketing Operations  
Data Reporting & Analytics  
Digital Marketing  
Account Based Marketing  
Content Marketing  
B2B SaaS Marketing  
Thought-Leadership  
PPC Advertising  
OOH Advertising  
Programmatic Advertising  
Social Media Management  
Sales & Marketing Alignment  
Search Engine Optimization (SEO)  
Product Positioning  
Product Messaging

### EDUCATION

#### ADVERTISING & PR

University of Wisconsin,  
Milwaukee

#### PUBLIC STORYTELLING

Merlin Works

### SCREENWRITING

Austin School of Film

### SUMMARY

Highly strategic and analytical Marketing Leader with extensive experience managing all aspects of demand generation and company growth - including performance marketing, lead generation, marketing automation & operations, content marketing, social media, sales enablement, corporate communications, PLG strategy, lifecycle campaign management, and brand development for SaaS products. Directs the strategy, development, and activation of key programs designed to drive revenue and brand excellence.

### EXPERIENCE

**Auctane | Parent to Stamps.com, ShipStation, ShipEngine, Metapack, etc.**

**Global Director of Marketing Campaigns (07/2023 - Current)**

- Brought on to build out the Global Demand Generation Campaigns function for the \$800M/year shipping and mailing product portfolio of brands
- Responsible for managing brand marketing, thought leadership, and lead generation programs across all markets in North America, EMEA, and APAC, and all principle brands
- Responsible for media strategy and shared responsibility of budget allocation for a high eight figure marketing discretionary budget
- Manages a global team of demand generation campaign and content managers spread across North America and Europe

**Interplay Learning | 3D Simulation & Virtual Reality EdTech**

**Director of Demand Generation. (06/2022 - 07/2023)**

- Achievements include:
  - Grew company revenue from 2020-2022 by 500% with 75% growth trajectory in 2023 largely due to inbound marketing demand and 115% NDR
  - Developed a Demand Generation department of 7 that have successfully increased average monthly volume of MQLs by 681% by the expansion and deployment of experimental demand generation campaigns
  - Co-led the Generative AI GTM product line into the market, along with several new product functions, and five new market verticals
  - Continuous improvement on CAC to LTV ratio to drive spend efficiency and scale growth programs with a concerted focus on ROI and payback period
  - Relaunched website and improved on page conversions by 420% YoY
- Additional responsibilities include:
  - Management of senior level marketing managers with direct reports
  - Full ownership of marketing program budget and pacing
  - Responsible for company unit economics, forecasts, and growth planning
  - Stakeholder in company pricing strategy

**Head of Demand Generation (05/2021 - 06/2022)**

- Achievements include:
  - Successfully led the marketing launch of a global expansion of the brand into South Africa, LATAM, and Canada
  - Developed company's Enterprise GTM strategy and played a key role in the acquisition of company's first seven-figure ARR client (Lowe's Companies Inc.)
  - Developed the marketing team's rapid experimentation framework to improve speed of testing messaging, positioning, creative, channels, content, and more
- Additional responsibilities include:
  - Stakeholder in company GTM strategy and decision making
  - Additional leadership responsibilities after growing team from 3 to 5
  - Ownership and maturation of marketing operations programs to sophisticate data-driven decision making
  - Stakeholder in company's founding Product Led Growth (PLG) task force

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## SENIOR MARKETING LEADER

### ASSOCIATIONS

#### FOUNDING MEMBER

Austin Women in Business  
for Good

#### FOUNDING MEMBER

Demand Collective

#### MEMBER

RevGenius

#### MEMBER

ExitFive

### SOFTWARE

Salesforce

HubSpot CRM

HubSpot MAS

6Sense

Looker

Gong.io

Drift

Terminus

DemandBase

Adobe Suite

WordPress

Google Analytics/AdWords

ClickUp

Asana

Google Suite

Microsoft Office Suite

SharePoint

Jira/Confluence

LinkedIn, Facebook, Instagram,

Twitter, YouTube

Google My Business

Zoom Webinar

### EXPERIENCE

Interplay Learning Continued...

#### Senior Digital Marketing Manager (11/2020 - 05/2021)

- Exceeded monthly, quarterly, and yearly OKRs through generating/obtaining MQLs, Deals, and ongoing revenue
- Developed and maintained integrated marketing campaigns through the use of advertising (PPC, Programmatic, OOH, Print, etc), SEO, organic social media, partner marketing programs, and more
- Owned company performance marketing department including media buying strategy and all paid media efforts
- Trained and coached team of digital marketing specialists and social media coordinators by teaching best digital practices to increase lead generation performance
- Implemented Account Based Marketing (ABM) strategies for key enterprise accounts for maximum pipeline acceleration

#### Cosential | CRM, Acquired by Unanet

#### Demand Generation Manager (09/2019 - 11/2020)

- Led the development, creation, and execution of demand generation full-funnel programs
- Worked closely with Product Marketing to develop integrated GTM strategy for product releases, enhancements, and promotions
- Boosted Marketing Qualified Lead generation by 200% monthly
- Developed 50+ unique content pieces for defined campaign objectives
- Crafted an intensive Account Based Marketing program that aligned BDR, Account Executive, and Marketing teams through collaborative pipeline acceleration for target buyers
- Developed lifecycle marketing campaigns through integrated activities that utilized multi-channel programs (i.e., PPC, social media, SEO, and additional digital marketing strategies)
- Launched thought-leadership webinar series that generated 900+ registrations
- Identified and optimized towards ideal LTV:CAC ratios to boost operational efficiency

#### Skaled Consulting | B2B Software Sales and Marketing Consultancy

#### Inbound Marketing Manager (08/2018 - 09/2019)

- Championed inbound lead generation by leveraging CEO's personal brand and implementing traditional marketing campaigns
- Grew social media following by 275% to 30,000+ followers from developing video marketing and executing thought-leadership campaigns to increase CEO's network
- Increased MQL generation by 300% every quarter as a result of successful campaigns
- Oversaw all aspects of Account Based Marketing programs for key enterprise accounts to ensure the highest quality of work delivered and overall client satisfaction
- Crafted traditional/digital marketing campaigns through the use of content development/management, SEO strategy, SEM & PPC Advertising, etc.
- Consulted on key digital marketing client engagement

### EARLIER EXPERIENCE

Marketing Specialist, Illumitex, (10/2017 - 08/2018)

Marketing Coordinator, Neverfail, (04/2017 - 10/2017)

Marketing Associate, Noble Capital, (01/2016 - 04/2017)

Marketing Administrative Assistant, Monarch Medical Diagnostics, (05/2015 - 01/2016)