

SHANNON CALDWELL

3451 E. 123rd Drive □ Thornton, CO 80241 □ shannon@caldwelldigital.com □ 303-520-8598

STRATEGIC SENIOR-LEVEL MARKETING LEADER

Consultative and tactical marketing professional with over 15 years' experience leading marketing initiatives. Demonstrated ability to build and sustain strategic relationships and grow customer base, while achieving business goals. Builds executive-level relationships and manages daily work flow and concurrent projects, ensuring projects are completed on time and within budgets. Recognized as an effective marketing subject matter expert. Possesses ability to thrive in fast-paced and team-oriented environment. Highly analytical, with strong attention to detail. Adept at diverse marketing mediums including search engine marketing, pay-per-click marketing, social media, and web marketing. Impressive communication skills.

SKILLS & CORE COMPETENCIES

- Marketing Strategy Development
- Planning & Development
- Customer Acquisition Campaigns
- Public Relations & Brand Awareness
- Revenue Generation & Budget Management
- Social Media Strategy
- Advertising Campaigns
- Performance Management
- Products Launch Leadership
- Sales Enablement & Support
- Strategic Planning & Goals Development
- Marketing & Outreach Initiatives
- Target Marketing & Trends Analysis
- Customer Awareness Development
- Lead Generation & Demand Generation
- Customer Engagement
- Persona Development & Customer Lifecycle
- Media & Direct Marketing
- Needs Analysis & Issue Resolution
- Team Management & Mentoring

PROFESSIONAL EXPERIENCE

P2 Energy Solutions, Denver, CO

2018 – Present

SENIOR LEAD GENERATION MANAGER

- Oversee lead generation initiatives, with accountability for the development, execution, management, analysis, reporting, and maximization of marketing programs.
- Implement effective lead generation marketing programs that create demand and accelerate pipeline, and responsible for strategy development, auditing, action plan, and overall leadership.
- Develop innovative and data-driven marketing strategies that align with business goals while leveraging demand generation marketing principles and best practices.
- Develop personas and create product positioning and messaging that separates product offerings from competitors.
- Collaborate with other departments, and identify new marketing strategies and advertising tactics to encourage growth.
- Build and manage marketing campaign calendar, deliverables, and deadlines.
- Manage content development and design email marketing, webinar, social, blogs, public relations and other content; coordinate execution with the Marketing team and external partners.
- Partner with the content specialist in content development to define personas throughout the customer lifecycle, while engaging and educating prospects, driving demand, and supported revenue and business goals.
- Lead marketing implementation by ensuring all campaign leads are tracked, scored, and routed appropriately; consistently analyze campaign performance.
- Drive online marketing and lead-generation campaigns including SEO, PPC, and social advertising.
- Spearhead quantitative and qualitative data marketing analytics, and continuously monitor and measure performance to identify and implement data-driven improvements. Consistently kept marketing conversion rate above industry average of 2.35%, at an average of 5.57%
- Identify new marketing campaigns and advertising approaches to inspire business growth and development.
- Headed marketing strategy and programs that quadrupled lead pipeline YoY; marketing leads averaged around 2,000 annually in 2017 and 2018, and over 8,000 in 2019.

DIGITAL MARKETING STRATEGIST | SomaLogic Inc., Boulder, CO 2015 – 2018

- Led Life Science inbound marketing including SEO, lead generation, PPC, email, and campaign development.
- Created digital campaign with HubSpot marketing automation, and performed graphic and Wordpress web design.
- Provided support on Life Science web projects including user studies, taxonomy, CMS analysis, implementation, and web maintenance utilizing data analysis and reporting to generate campaigns and web activity.
- Responsible for strategic marketing planning and campaign creation; developed digital sales analytics standards and reporting for all digital customer initiatives, established KPIs and reported performance plans for various programs, and managed processes and compliance regarding reporting and analyses.
- Directed marketing strategy planning, and led team in establishing target audience, needs analysis, and issue resolution.
- Partnered with team on segmented campaigns based on established target audiences and issue resolution messaging.
- Headed inbound marketing efforts to build compelling campaigns, offers and conversion opportunities leveraging SEO, Google AdWords campaigns, social networks, and banners.
- Improved campaign, site performance and digital KPIs through data-driven customer insights and recommendations.
- Fine-tuned go-to-market activities based on data-driven results and organizational needs.
- Collaborated with team to assess and report trends, and managed digital data to ensure correct data points capture.
- Directed internal business partners on strategies to leverage digital analytics.
- Increased conversion activities to drive qualified leads and revenue growth using A/B and multivariate testing.

DIRECTOR, PRODUCT MARKETING | IkeGPS, Westminster, CO 2014 – 2015

- Developed product positioning and messaging with customer segmentation while driving customer demand.
- Managed content writers and assisted with customer facing communication such as blogs and case studies.
- Directed HubSpot marketing automation platform, from implementation, through execution and reporting.
- Reported on all product marketing programs strategies and plans, created sales tools that positively impacted sales.
- Increased lead-to-opportunity conversion rates utilizing scalable digital marketing plans.
- Partnered with Salesforce (SFDC) during integration process with HubSpot, analyzed the system, and partnered with sales team members in system clean-up.
- Successfully executed pay-per-click campaigns on Google AdWords.
- Managed vendor relationships and served as project manager; managed trade shows and events for product.

PROFESSIONAL MARKETING MANAGER | Caldwell Marketing Communications, Denver, CO 2012 – 2014

- Delivered innovative traditional and digital marketing solutions to small and mid-sized organizations.
- Delivered client services management and product management consulting services.
- Responsible for budgets and financials; created work estimates, hired vendors, and handled invoicing and billing.
- Executed digital marketing strategy and designed website; managed HubSpot marketing automation platform.

PRIOR EXPERIENCE

MARKETING SPECIALIST Micro DATA, Denver, CO	2012 – 2012
SALES & MARKETING COMMUNICATIONS MANAGER BAND-IT IDEX, Inc., Denver, CO	2009 – 2012
CUSTOMER MARKETING SPECIALIST Whitewave Foods, Broomfield, CO	2007 – 2009
MARKETING COMMUNICATIONS COORDINATOR Orica, Inc., Watkins, CO	2005 – 2007

EDUCATION & CERTIFICATIONS

Bachelor of Science, Computer Information Systems – Metropolitan State College, Denver, CO
 Pragmatic Marketing PMC Level III, Marketing Certificate, UC Berkeley, HubSpot Inbound Certification
 Hootsuite Social Marketing Certified, DigitalMarketer certifications for content marketing, customer acquisition, optimization and testing, and email marketing

TECHNICAL SKILLS

HTML | Adobe Creative Suite Graphic Design | HubSpot Marketing Automation | Google Analytics | WordPress Web
 Salesforce | Microsoft Office