



SENIOR MARKETING MANAGER

Experience

Startup, Senior Demand Generation Program Manager *e2log*

Sugarland, TX
2022-2022

Designed, built, launched, and iterated global marketing automation programs, including GTM strategy, execution plans, product roadmaps, event planning, and programming for key industries. Built pipeline and drove growth to generate awareness across new verticals and channels. Owned automation platforms and CRM tools. Established marketing segmentation and trigger-based communications based on firmographic segmentation. Delivered performance results to ensure campaign effectiveness while improving campaign performance. Optimized lead nurturing and scoring programs along with post-event tracking, wrap reports, overview briefs, and decks while ensuring strict timelines within budget. Oversaw BDR team of 5. Ensured adherence to GDPR and other regulatory requirements.

New Logo Enterprise Field Events Marketing Manager *Trimble/Viewpoint*

Portland, OR
2021-2022

Strategized and executed integrated field campaigns across multiple stakeholders using email marketing, direct mail, thought leadership programs, and custom ad retargeting. Developed multi-touch and persona-based prospecting sequences. Orchestrated buyer intent-driven campaigns to prioritize leads and grow efficiencies. Created and launched 40+ ad groups. Achieved an average CTR of 2.75% with a CPM of \$10-15. Executed 30 email nurture streams with a 43% lift in MM engagement and a 29% engagement lift for ENT audiences. Improved sales accepted lead conversion rate 36%. Monitored the operational flow of leads. Ensured continuous testing, piloting, and optimization.

Transformational Marketing Manager (Content Marketing) *Dassault Systèmes/SOLIDWORKS*

Paris, France
2019-2020

Owned the entire content and storytelling process for renewal, migration, and cross-sell initiatives. Wrote and edited copy for website, social, blogs, emails, whitepapers, eBooks, display, paid, and sales enablement. Established messaging, positioning, and road mapping. Developed briefs, communication plans, and creative tactics/execution plans. Achieved 160% of new opportunity goals while generating an additional \$15M marketing contributed pipeline FY19.

Account-Based Marketing Practitioner *Autodesk*

San Francisco, CA
2018-2019

Built out tech stack and programmatic marketing strategy. Utilized intelligent-based data for targeting and messaging. Designed and executed hyper-focused, lead funnels for 1:1, 1: few, and broad-based campaigns. Partnered with sales to develop actionable playbooks and tactics that nurtured leads, drove adoption, and accelerated the sales cycle. Managed third-party relationships, including sourcing and negotiating contractors. Ran networking events, customer workshops, and philanthropic activities.

Profile

Established B2B senior global marketing leader in with 8+ years' experience strategizing, planning, executing, managing, and optimizing marketing programs and campaigns that drive demand generation across the entire customer journey to meet and exceed pipeline goals.

Results-driven problem solver with strong analytical skills leveraging data to drive decision-making and account prioritization. Flair for creating content, nurture assets, and sales enablement materials.

Proficiencies

- Campaign Management and Execution
- Lead Nurturing
- Program and Campaign Execution
- Messaging and Positioning
- Content/Asset Creation
- Process Improvement
- Trend Analysis
- Campaign Optimization
- Persona Development
- Reporting and Communications
- Messaging and Positioning
- Effective Collaborator
- Stakeholder Management
- Marketing Automation and Optimization (SFDC, Marketo, Triblio, and Hubspot)
- Deadline Oriented
- Budget Analysis
- Content Marketing

Education

Bay Path University

Master of Business Administration,
Entrepreneurial Studies, 2014
- Summa cum Laude

Florida Atlantic University

Bachelor of Arts, English, 2005
- Sigma Tau Delta Honors



Christopher Deming

SENIOR MARKETING MANAGER

Experience (Ctd.)

Commercial Territory Sales Manager, Building Climate Controls
Lennox International

Pittsburgh, PA
2016-2018

Built and realized regional demand generation and acceleration plans. Worked cross-functionally with sales to develop account-level campaigns. Participated in sponsorships, trade shows, workshops, roundtables, and onsite events to increase prospect and customer reach. Managed and responded to RFPs/RFIs, proposals, qualifications, estimates, pricing, and requests for product and program information. Contributed \$1.86M in revenue while increasing sales 134%.

Senior International Sales & Marketing Manager, PLC Automation
United Technologies Corporation

Farmington, CT
2014-2016

Led and supervised a cross-functional team of 6 with a \$40M portfolio while managing 36 manufacturer's field reps. Formed new training and onboarding programs for international vendors, distributors, and resellers. Produced sales enablement materials, including battle cards and objection handling materials.

Regional Sales Manager
Hampden Engineering

Longmeadow, MA
2009-2014

Increased sales 6,086% from \$600K to \$6.4M, with \$6.4M in newly penetrated verticals. Exceeded 2014 quota 220%. Created over 30 new products and services, adding \$7.2M to portfolio sales.

Sales Director
Marriott Hotels

Windsor, CT
2007-2009

Leveraged PR opportunities and topline growth writing industry-related articles and press releases triggering an 18% reduction in advertising and marketing costs. Managed relationships with various travel sites, including Trip Advisor, Priceline, Expedia, Trivago, and Kayak. Increased RevPAR 112% by partnering with hotel booking and tourism sites. Increased market share 27% capturing last-minute reservations. Outperformed compset 116%, offering creative business and leisure packages.

Implementation & Onboarding Specialist
Hilton Hotels Corporation

Memphis, TN
2005-2007

Supported all aspects of customer onboarding, including technical support and training. Responsible for the deployment and integration of CRM systems. Cross-trained operations, sales, front desk, housekeeping, and finance teams. Coordinated communication between activation team, corporate offices, and third-party vendors such as Micros, Oracle, Lodgenet, ON COMMAND, and in-room entertainment providers. Designed, developed, and tested training curricula based on customer needs, software updates, and enhancements.

Front Desk Supervisor/Night Auditor
Hilton Garden Inn

Boca Raton, FL
2003-2005

Audited, posted, balanced, and reconciled daily cashiers' work for various outlets, including F&B. Resolved discrepancies, handled guest inquiries, and booked reservations. Ensured accurate market codes for tracking purposes to all occupied rooms. Prepared, maintained, and distributed end-of-day reports, including statistical, financial, accounting, auditing, and payroll reports for management distribution. Processed guest check-ins and check-outs ensuring billing accuracy. Controlled and secured cash and cash equivalents for property.