

SUMMARY

Proven marketer driving customers to the brands I represent through compelling storytelling and captivating visual design. Love being the connective tissue across departments and working together to accomplish goals.

EDUCATION

B.A., Psychology
San Francisco State University
2001
I/O Psychology and Courses in Graphic Design and Communications

TECHNOLOGY

Adobe Acrobat
Adobe Express
Adobe Firefly
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere
Asana
Camtasia Studio
Google Docs
Google Slides
LearnDash
Marketing 360
MS PowerPoint
MS Teams
MS Word
Salesforce
Slack
WordPress

JOB EXPERIENCE

Adobe, San Jose, CA – Product Marketing Manager

03/2024 to 01/2025

- Drove sales enablement and strategy for B2B corporate field organization for newly developed team that led to 17% YoY NNARR increase. Designed and helped deliver over 20 hours of sales enablement training and SKO content on new products and features, competitive analysis, discovery, and GTM.
- Collaborated closely with product teams to build and execute roadmap, messaging, and value propositions for targeted personas including pitch decks, sales collateral, and live presentations across a portfolio of 20+ products
- Strategized with field marketing to plan over 90 marketing events, across 7 different US cities, and 2 international conferences, which led to \$17.8M in sales pipeline for FY24.
- Featured evangelist for Adobe's generative AI and collaboration tools. Presented and demoed at events and on sales calls as an industry expert.
- Volunteered as an Adobe Aspire Program Ambassador. Plan in-person and virtual team events to cultivate Adobe's unique and diverse culture.

IronRidge, Hayward, CA – Marketing Manager

12/2021 to 03/2024

- Led team implementing the GTM strategy including partner marketing, social channels, email campaigns, and field marketing and events. Liaison between Product, Engineering, Sales, and Customer Service.
- Implemented and managed certification program consisting of online and ILT training to build brand loyalty, field product knowledge, and provide a \$13 CPL sales pipeline. In 1.5 years trained over 7,000 partners and installers tracked in Salesforce.
- Equipped sales with enablement training and collateral for product launches, produced B2B and B2C marketing material including pitch decks, videos, and in-store POS displays, resulting in a 31% YoY improvement from 2021 and 8% over target revenue for 2022.
- Designed custom booth layout and experience for 2 biggest annual solar trade shows in US – managed \$175K+ budget and vendors.
- Hand-picked by CEO and CFO to be the Company Cultural Officer and brand ambassador. Planned and lead monthly company meetings and events, wrote company-wide communications. DEI Committee member.

Coursera, Mountain View, CA – Sales Enablement Strategist

10/2020 to 09/2021

- Strategized with global sales leaders to develop and design region specific sales content and collateral for internal sales consultants.
- Created sales tools such as presentations, demos, and case studies to help drive GTM strategies and reach sales goals.
- Produced personalized marketing kits for high profile prospects to educate them on the benefits of a partnership and the strategic advantages over competitors.
- Completed a competitive analysis of all global competitors, and developed a comprehensive set of battlecards to empower the sales team with knowledge of how to respond to rebuttals.

JOB EXPERIENCE CONTINUED

Intero Real Estate, Santa Clara, CA – Head of Marketing and Media

06/2016 to 06/2020

- In charge of marketing and media which led to over 250 sales transactions with an average sales price of \$1.38M – Within the Top 15 for all agents in Santa Clara County during my tenure.
- Negotiated with clients educating them on the value of investing \$10K to \$50K in home renovations in order to maximize their sales price, which led up to \$300K over asking prices.
- Sourced, evaluated, and negotiated with vendors to ensure we received the most competitive pricing for our clients and business. Maintained a database of 50 vendors.
- Cultivated relationships with 275 clients through email, phone, monthly customized gifts, and client appreciation parties to earn business by referral which made up over 50% of the business.
- Designed and managed all marketing assets and strategies – branding, advertising, brochures, weekly newsletters, social media campaigns (paid and unpaid), mailers, and open houses. Helped redesign the company website with SEO optimization.

Workday, Pleasanton, CA – Creative Lead

01/2013 to 05/2016

- Collaborated with executives to determine communication strategy for marketing to prospects and for conferences, which led to 3x the number of E&G customers over the span of one year.
- Sole source for building marketing collateral for internal and external purposes including graphics, presentations, e-newsletters, and magazines.
- Wrote and produced high quality videos in partnership with the Creative Team to announce major organizational news and events.
- Created and maintained an automated presentation solution for 40 sales reps that customized content based on a menu of prospect criteria.

Workday, Pleasanton, CA – Release Management Team Lead

11/2010 to 01/2013

- Led a team in charge of multi-media production responsible for the branding, creative strategy, and marketing of all training programs. Was the main liaison to other departments at Workday.
- Contributed to the development of over 125 online courses by designing a template and standardizing processes for course development.
- Built and owned a quarterly video series for customers featuring Product Managers that discussed new software functionality.
- Tested, recommended, and implemented 2 learning management systems. Branded both systems.

AAA, Walnut Creek, CA – Training Specialist IV

05/2009 to 10/2010

- Developed an online training solution that earned 81% above targeted business goals within the first two months of product launch.
- Planned, organized, and facilitated a summit for instructional designers to define and standardize processes for course development.
- Acted as a coach and mentor to 14 instructional designers and provided consultation for projects as a senior member of the team.

Robert Half International, Pleasanton, CA – Curriculum Developer

03/2008 to 05/2009

- Led and managed a wide variety of training solutions including the redesign of the Consultant Programs. Strengthened simulations and activities to prepare learners to work optimally on consulting engagements.
- Conducted user acceptance testing and analysis of web-based training programs and facilitated instructor-led course pilot sessions.
- Led the redesign of the Protiviti University intranet site and responsible for it's maintenance

References available upon request. View work samples here: www.dvg24.com