

**Building teams and marketing programs that drive revenue.**

As an award-winning and multi-dimensional Marketing Executive, I design and execute marketing strategies that deliver multi-million dollar revenue growth, build brands, and generate exceptional returns. I blend technical and creative design experiences across channels to connect individuals with brands, delivering keen insight into industry and buyer needs.

**I am passionate about transforming business across customers** to create a strategic competitive advantage by cultivating relationships, building high-performance teams, and facilitating change.

**Career Delivering Innovation and Shareholder Value for Global Brands**

**Engaging Customers** – Leveraged content marketing best practices to build and execute storytelling & engagement for mobile tech startup HeyWire, driving 30% lead gen growth.

**Content Execution** – Designed product messaging and branding plan across Rocket business units yielding ROI of 4x program spend and \$3m in new business.

**Story Building** – Built framework and executed plan for industry-leading recruiting program using product and agent storytelling to sell value of a MassMutual agency career, earning 400% increase in qualified candidates.

**Leadership That Drives Competitive Advantage**

Content Marketing	Digital Strategy	Mobile Marketing
Branding & Creative	Demand Generation	Team Development
Digital Analytics	Social Selling	Omni-channel Communications
Customer Experience	Social Media Marketing	Integrated Marketing

**DIRECTOR OF MARKETING** HeyWire – Cambridge, MA – 2015-present

Recruited to create in-house marketing function in early-funded startup. Manage team of three.

- **Created user personas and user stories** to tell HeyWire story and value proposition.
- **Created company-first branding style guide** and developed corporate messaging.
- **Relaunched company website** in support of shift from B2C to B2B lead-generation model.
- **Delivered 19% MQL and 30% SQL growth in 2015**, including new Pardot-based marketing automation.
- **Created SEO and SEM functions** in support of market penetration, contributing 22% of 2015 sales pipeline.
- **Partnered with analysts** to drive “earned” award and market recognition from Aragon and Forrester.
- **Launched social media & blogging programs**, drawing 16% of web traffic & 62% social engagement growth.
- **Trained sales & support teams** for social monitoring and engaging with customers.

**DIRECTOR OF DIGITAL STRATEGY** Rocket Software – Waltham, MA – 2012-2014

Recruited to build global digital marketing team (a new function) in \$300m company and integrate digital into the business. Managed \$1.2m budget and built a team of seven.

- **Drove \$3m in revenue and \$10m in pipeline** through SEO, SEM and other digital marketing, representing half of all closed marketing-sourced business in 2013.
- **Defined product positioning**, telling story of 15 product lines within 3 thematic topics
- **Improved online lead gen by 192%** in 2013 with focus on content generation for SEO and SEM.
- **Trained marketing organization** on content marketing & demand generation goals, leveraging Marketo.
- **Built global social selling program** with LinkedIn, earning 225% in new leads and \$300k in initial sales.

- **Consolidated and re-branded** 50+ social accounts while earning 84% growth in user community.
- **Launched content marketing program & calendar** for high-impact brand awareness.
- **Authored corporate social media policy**, in collaboration with HR and legal departments.
- **Aggregated 17 microsites** into single site, from concept to implementation, increasing traffic 275%.

#### **CHIEF LISTENER** EMC – Hopkinton, MA – 2010-2012

Created EMC's first global social listening and selling programs for the EMC, VMware and RSA brands. Managed \$1m budget for social business initiatives, built dedicated social listening teams for marketing, sales, and support.

- **Earned 25,000+ B2B-oriented Facebook followers** through high-impact, targeted content & engagement.
- **Led content development** integrating social media insights across owned, earned, and paid channels.
- **Created 2 teams & trained 40+ global marketing peers** in hub-and-spoke social media engagement model.
- **Developed corporate training & development modules to train marketing, sales, and support teams** on engaging customers with social media content.
- **Researched & wrote PR/crisis response plan for social media**, collaborating with PR and legal teams.
- **Authored corporate social media policy**, in collaboration with HR, training, and legal departments.
- **Acquired 30% of demand generation** for global online product launch through targeted social engagement.
- **Led development of iOS apps** enabling field demos and real-time lead-generation.

#### **ONLINE EXPERIENCE MANAGER** MassMutual – Springfield, MA – 2007-2010

Digital strategist for \$19B financial services company. Identified and evaluated marketing opportunities and programs. Managed \$500k budget for digital media spend.

- **Created and publicized creation of social media accounts**, including Twitter, YouTube, and LinkedIn.
- **Delivered 600% increase in YouTube video consumption** leveraging PBS documentary on life insurance.
- **Eliminated \$320k in travel costs** with Vision Critical community and survey tool, used as training and learning platform for field agents.
- **Produced 435% in new leads via SEO/SEM** for award-winning microsite.
- **Developed B2C tracking model for digital channel**, adopted for direct mail channel.
- **Trained marketing and sales leaders** in writing for online publications.
- **Fueled 300% improvement in site satisfaction** with usability testing and content marketing strategies.
- **Partnered with marketing managers** to use corporate content in local markets, enforcing brand values.
- **Coordinated microsite and mobile (iOS) game development** highlighting financial education for children.

#### **ASSOCIATE ART DIRECTOR** University of Massachusetts – Amherst, MA – 2000-2007

Recruited to take ownership of campus Web site and transition it from IT to University Relations department. Led strategy and design process/management for a variety of fundraising and communications publications.

- **Built & executed marketing plan** for \$5.7m building construction project.
- **Authored Web style guide** for campus' first-ever integrated branding and visual identity system.
- **Increased inbound traffic 1500%** through targeted email marketing campaigns.
- **Achieved 42% increase** in online admissions applications through targeted direct response.
- **Built campus-wide digital asset management system** enabling access to photography and other assets.
- **Led collateral design strategy** with focus on publication-agnostic writing.

## **AWARDS**

2015 Aragon Hot Vendor, Mobile Collaboration	2015 MITX Award Finalist, Best Mobile Product
2014 Blue Drop Award best B2B site finalist	2014 Acquia Partner B2B Site of the Year finalist
2012 Babson College Retail Thought Leader	2011 B2B Magazine Best Social Media Campaign
2011 EMC President's Award	2010 EMC Common Sense Marketing Award
2009 BlissPR "Bestie" Award, Use of YouTube	2009 W3 Silver Award, Use of Video
2008 MITX Award Finalist, Best Corporate Services	

## **EDUCATION & CREDENTIALS**

BA, Sociology (University of Massachusetts)  
Executive Program in Marketing (Northwestern University)  
Certificate in Design Theory (Rhode Island School of Design)  
Certified Social Media Strategist (National Institute of Social Media)  
Certified in Search Engine Optimization (Direct Marketing Association)  
Certified in Google Analytics (Google)  
ITIL v.3 Foundations (PeopleCert)

## **INTERVIEWS**

SocialMedia.org, PR Week, Altimeter Group, CMS Wire, MIT Center for Collective Intelligence

## **SPEAKING**

Dreamforce, Enterprise 2.0, CASE, Babson College, Social Analytics Summit

## **PUBLICATIONS**

KeithPaul.net (blog), Business2Community, Social Media Today, Medium

## **ADVISING**

National Institute for Social Media (NISM), co-author of Certified Social Media Strategist (SMS) exam  
Content Marketing Advisor to Brandsocket, a branding agency for the SMB market

## **VOLUNTEERING**

Lorraine's Soup Kitchen & Pantry, Marketing, IT Support, Cooking

## **BOARD MEMBERSHIPS**

UMass Alumni Association, Technology & Online Services Committee

## **TEACHING**

UMass Online, taught "Intro to Online Journalism" for 10+ years