

# RACHEL MARTIN

Strategic Thinking, Exceptional Execution, Strong Collaboration

## EXPERIENCE

### IRON MOUNTAIN

*Product Marketing Leader, Warehousing & Logistics* 04/24-

GTM strategy, product marketing, prospecting campaigns, new product launches, content creation, social media, sales enablement, events.

### MAERGO

*Head of Marketing (company dissolved)* 10/22-10/23

GTM strategy, demand / growth campaigns, content & thought leadership, enablement, partner marketing, field marketing & events, brand identity & design, product marketing, SEO, website management, social media, AR & PR. Drove over 50% conversion rate of MGLs to SQLs. Led company rebrand.

### AVALARA

*Marketing Director Ecommerce, Marketplaces & POS* 11/21-11/22

GTM strategy, partner marketing enablement, referral & growth campaigns focusing on events with Shopify, BigCommerce, Amazon, WooCommerce & Salesforce, social strategy, content. Drove 20% increase in partner pipeline.

### NEXCESS

*Vice President of Marketing* 09/19-11/21

GTM strategy, demand and retention campaigns, event strategy, planning and execution, product marketing & launches, messaging, content, SEO, enablement, offers, content creation, website management, social media, AR & PR. Launched StoreBuilder product and led company rebrand.

### KEYFACTOR

*Director of Product & Content Marketing* 07/18-09/19

Content strategy & creation, thought leadership, demand gen campaigns, event planning & execution, persona development, product launches, brand messaging, SEO, PR. Implemented new partner & alliances marketing program.

### PITNEY BOWES

*Director, Product Marketing, Global Growth* 11/14-03/18 + 12/04-05/08

GTM strategy, content creation, new product launches, pricing & offers, acquisition, expansion & retention campaigns, competitive research.

## SKILLS

Strategy Development  
Collaboration  
A/B Testing  
Messaging  
Content Creation  
Event Management  
Product Launches  
Rebrands  
Partner Marketing  
Budget Management  
Team Building

## KEY INITIATIVES

### Strategy & Programs

Prospect Cultivation

MGL to SQL conversions

ABM

Brand Identity & Creative

Editorial Calendars

### Rebrands

Maergo  
Keyfactor

### Website Redesigns

Maergo  
Nexcess

### ***Director, Product Marketing, Global Ecommerce***

Brand, demand, and partner marketing for new BU. Growth campaigns, messaging, content, thought leadership, events, product marketing, AR & PR, industry research. Led strategy, branding, and execution of inaugural proprietary event for PB, Retail (R)Evolution.

### **EDUCATION**

### ***Manager, Customer Marketing, AddressRight***

Product P&L ownership, pricing & offers, led solution relaunch. Enablement, trade shows & events, white papers, competitive research, product demos, sales incentives & promotions.

Purchase College;  
BA, English

Parsons School of  
Design; Certificate  
of Interior Design

### ***Manager, Sales Development & Communications***

RFP responses, sales proposals and presentations, internal communications, newsletters, articles and white papers. Managed client user groups & CX surveys.

## **TATA CONSULTANCY SERVICES**

### ***Director, Global Marketing, Salesforce Practice*** *03/14-11/14*

Growth marketing for SI partner relationship with Salesforce. Events, content, webinars, omnichannel campaigns, digital and social media. Led TCS' sponsorship of Dreamforce.

## **HP ENTERPRISE**

### ***Field Marketing Leader, HP Software*** *06/11-03/14*

Integrated campaigns, ABM, events, partner marketing, sales enablement, digital marketing. Drove \$5M in incremental revenue.

### ***Product Strategy & Marketing Leader, Enterprise Services***

GTM strategy and launch for new Multi-Supplier Integration and Management Services offering. Messaging, branding campaigns, TAM research, VOC surveys. Co-author of Enterprise Service Management for Dummies book.

## **GARTNER**

### ***Director, Global Marketing*** *06/08-09/10*

Demand gen campaigns, prospect engagement program, ABM, social media strategy. Drove incremental revenue of \$1.5M.

## **WORK / CONTENT EXAMPLES**

- Article: [What's Marketing Doing to Drive Your Business?](#)
- Blog: [Introducing agile, on demand, contract logistics from Iron Mountain](#)
- Blog: [Redefining the 3PL: How Iron Mountain is elevating the modern warehouse experience](#)
- Blog: [Preparing the modern warehouse for modern weather](#)
- Case Study: [Netalico / Magento](#)