



AMANDA SHEA

Demand Generation . People Developer. Digital Marketing



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LEAD GENERATION

- » Maintained a **40%** engaged to MQL rate across all markets
- » Worked with sales to establish the first marketing and sales funnel and pipeline standardization across all markets
- » Created manual reporting to enhance sales visibility into account behavior when Infobase didn't have CRM
- » Created reporting system & metric driven culture & blog in 8 weeks

DIGITAL

- » Launched 3 new channels to diversify marketing mix
- » Grew social traffic by **300%**
- » Launched B2B CMS, website, & blog in 8 weeks
- » Created & implemented content audit & strategy

EXPERIENCE

+ **INFOBASE** APRIL 2020 - PRESENT

INTERNATIONAL CLOUD-BASED SOLUTIONS PROVIDER DELIVERING EDUCATIONAL RESOURCES AND DIGITAL TOOLS TO K-12, HIGHER EDUCATION, PUBLIC LIBRARY, AND CORPORATE MARKETS

SENIOR VICE PRESIDENT OF MARKETING

- Transitioned marketing department from a production-minded service provider into a lead-generating sales and product partner by generating over 19,000 leads resulting in 52% of all new business bookings
- Grew overall sales pipeline by 7X
- Personally delivered new sales messaging strategy and framework across all end markets which resulted in double digit YOY revenue growth
- Created company messaging strategy which drove successful corporate exit to private equity buyer
- Participated in quarterly board meetings with CEO and CFO and led discussion of the sales, marketing and editorial strategy including metric data
- Created an agile environment, that stood up marketing webinars, bundled distance learning solutions and delivered 2,000 trials and 1M in revenue in 6 months when the pandemic hit
- Moved marketing budget from print to digital to save 1.1M spent in 2019 to 750K spent in 2021
- Established Infobase as a resource for educators at a time when librarians and teachers needed support
- Launched cross-sale campaign that drove \$375,000 in 6 weeks into higher education by using gap analysis, marketing and sales alignment, and mid-funnel marketing assets
- Launched first Infobase blog in May of 2020, and by 2022 delivered over 75% of traffic from organic sources
- Created sales-enablement culture, which includes reliance on shared resources, trainings, communication, and data
- Launched three platforms into the market to align with CIOs and CTO in order to raise AOV and allow our sales team to penetrate additional buying centers
- Maintained lowest employee attrition rate by department in the company, during the great resignation period, the pandemic and while transitioning fully remote; retained all marketing employees from former leadership

MESSAGE / AR

- » Wrote & trained organization on company message foundation
- » Identified topics and published 10 blogs/month
- » Developed AR plan & created culture to execute
- » Worked with CEO to align brand strategy and marketing execution with exit strategy

SKILLS

- » ABM
- » Branding & Positioning
- » Campaign Development
- » Content Strategy
- » Cross functional Communication
- » Marketing Automation
- » Mentoring
- » Mergers & Acquisitions
- » Pipeline Velocity
- » Product Marketing
- » Revenue Generation
- » Strategic Account Penetration

EDUCATION

BA English Literature, 2000

North Central College Naperville, IL

M.A. English Literature Rhetoric, Composition

Northern Illinois University, 50% complete

"If you are an artist, learn science. If you are a scientist, cultivate art."

– Karin Timpone

+ SECURITIES TRAINING CORPORATION APRIL 2017 - APRIL 2020 EDUCATIONAL TECHNOLOGY OFFERING ONLINE TRAINING IN FINANCIAL SERVICES

REGIONAL VICE PRESIDENT OF SALES / HEAD OF UNIVERSITY SALES DIVISION

- Repositioned the STC college program from finance curriculum to employer recruitment solution
- Created weighted pipeline at 5X, valued at \$5M
- Delivered over \$1.5M in revenue per year, with 300 universities enrolling under corporate sponsorship
- Created all marketing collateral including sales sheets, sales decks, marketing air game, webinars, infographics, university advertisements, media kits and scripts
- Landed 31 or 28% of all Historically Black Colleges and Universities (HBCU) in 1.5 years through targeted messaging and ABM strategies
- Wrote case studies with financial partners like Axa Equitable Advisors - securing partnership and working with constituents to write and edit the study
- Attended and spoke at 5 national conferences, including HBCU marketplace with Northwestern Mutual
- Placed over 3,000 college graduates in finance positions at branches, banks, and corporations across the country thanks to the creation and execution of this program

+ ITEMMASTER MAY 2017 - DECEMBER 2017

NATIONWIDE DATA MANAGEMENT PLATFORM THAT CREATES & DISTRIBUTES BRAND CONTENT

SENIOR DIRECTOR OF MARKETING

Built an air game for sales, help grow revenue, and establish ItemMaster as thought leaders in their market.

- Built sales and marketing pipeline by which pipeline stages were finally converted and tracked
- Created digital content strategy
- Developed editorial calendar for Q4 2017 and Q1 2017
- Established content audit of all assets in the organization, including product mapping, meta tags and campaign KPIs
- Launched Marketo, including lead scoring, lead lifestyle, and full automation in 6 weeks
- Established 6 marketing plays by persona into 2 industry channels, retail and CPG manufacturers
- Researched and wrote 90% of all content including infographics, datasheets, blogs, emails, whitepapers, and sales presentations
- Launched website in 15 business days, including back-end WordPress rebuild, in order to meet board deadline
- Identified broken customer journey and created communication strategy to fix
- Created a ABM strategy with a focus on a segmented market and clear message for 2018

+ INFOGIX, INC. MARCH 2015 - FEBRUARY 2017
WORDWIDE DATA & ANALYTICS SOFTWARE PROVIDER

VICE PRESIDENT OF MARKETING

- Created overall marketing and messaging strategy
- Led team towards revenue and pipeline growth, maintained a common alignment with product management, and positioned brand by communicating a unified message.
- Grew marketing originated opportunities by 48%, generating \$25,403,228 in pipeline revenue, with 25% increase in YoY revenue
- Created ABM programs designed to increase the velocity of the sales cycle and penetrate key accounts
- Reported monthly to the board on pipeline generation, P & L, digital strategy, SEO, and campaign KPIs
- Established Infogix as a thought leader by publishing articles in journals such as Fortune, Forbes, Insurance & Technology
- Worked closely with the CEO, SVP of Product, and SVP of Sales to formulate the GTM strategies
- Managed, trained, and learned from a team of 8 dynamic professionals

+ INFOGIX, INC. 2014-2015
WORDWIDE DATA & ANALYTICS SOFTWARE PROVIDER

MARKETING & COMMUNICATIONS DIRECTOR

- Established overall marketing strategy for Infogix
- Transitioned PR focus to lead gen with thought leadership content
- Created campaign strategies focused on data and KPIs
- Implemented Marketo Automation from 20% utilization to 100%
- Restructured marketing team by promoting within, creating SEO and Analyst Relations (AR) & PR divisions
- Created 4 vertically aligned campaigns distributed weekly
- Measured all content, campaigns, programs, messages, & channels

+ NIU COLLEGE OF ENGINEERING & ENGINEERING TECHNOLOGY
NORTHERN ILLINOIS UNIVERSITY A NATIONALLY RECONIZED STATE UNIVERSITY

DIRECTOR OF MARKETING

- Increased enrollment by 12%, dropped website bounce rates by 15%
- Tripled corporate partnerships in 3 years, tripled web traffic in 2 years
- Developed brand imperatives & extended to all personas
- Wrote and received grant money for STEM related student recruitment campaigns
- Created & managed marketing strategies for recruitment, retention, corporate partnerships, & engagement
- Supervised 4 direct reports, all marketing programs, and recruitment staff
- Facilitated relationship between university brand/executives and college sub-brand/administration
- Served university marketing efforts by serving on several taskforces and groups

+ NIU OUTREACH & ADMINISTRATION 2008-2010
NORTHERN ILLINOIS UNIVERSITY A NATIONALLY RECONIZED STATE UNIVERSITY

INTERNET MARKETING & MARKET RESEARCH ANALYST

- Developed & integrated targeted email campaigns, SEO/SEM, & social media initiatives
- Extended adult and online eLearning programs to appropriate learners
- Utilized Google Analytics and adapted marketing channels and programs accordingly
- Met with clients to manage strategies, expectations and results

+ NIU OUTREACH & ADMINISTRATION 2006-2008
WORDWIDE DATA & ANALYTICS SOFTWARE PROVIDER

COMMUNICATIONS SPECIALIST

- Wrote and edited copy
- Transitioned strategies from primarily print based to digital
- Managed web development, optimized content, oversaw internet advertising, and computed all metrics and P&L analysis

AWARDS, SPEAKING & VOLUNTEER

- » Gold speaker, My Digital Shelf, “Change is Inevitable, Progress is Optional: 5 Areas of Focus to Drive Success in 2018.”
- » Adjunct Speaker/Instructor at NIU College of Business, current
- » Member of advisory board for FlowMSP, data capture and critical scene data platform provider, as adviser on market segmentation, sales and marketing strategy and messaging
- » Travel Basketball coach for over 15 years
- » Adjunct Speaker of the Year, LAS, 2016
- » Mentor of the Year, Honorable Mention, NIU, 2014
- » Author of “*The Knowledge-Based Workforce: How the College of Engineering & Engineering Technology Partners with Industry to Fuel a Better Economic Future.*” Published by Global Conference on University Corporate Relations (Malaysia)
- » Certificate of Recognition, NIU, 2013 for publishing, increasing enrollments, and launching a new website

