

INGRID O. CATLIN

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OBJECTIVE

B2B marketing professional with proven expertise in new media and online marketing seeks a mid-level management position in which my knowledge, experience, and skills will have a direct impact on company profit and growth through integrated marketing campaigns, Web 2.0 and social media strategies, and lead generation.

EMPLOYMENT

Director, Marketing Communications

Agilence, Inc (Camden, NJ)

March – May 2010

- Drove discussions between Agilence and partners with regard to marketing for an upcoming loss prevention trade show.
 - Developed the microsite, built on Wordpress, for Agilence and partners to use for blog and vlog posts prior to and during the show.
- Created print advertisement for major industry magazine using Adobe Illustrator.
- Built a variety of sales tools, including one-pagers detailing specific facets of retail loss prevention and diagrams of our company's solution.
- Scrubbed Salesforce.com of extraneous and unused fields, and created formulas to determine total deal size, for further sales efficiency.

Online Marketing Manager (Sep 2008 – March 2010)

Online Marketing Specialist (Feb 2008 – Sep 2008)

Marketing Coordinator (Jan 2007 – Feb 2008)

Executive Assistant to the CTO (Nov – Dec 2006)

EnterpriseDB Corporation (Metuchen, NJ)

November 2006 – March 2010

- Developed and implemented developer-focused integrated marketing campaigns utilizing print advertising, trade shows, webcasts, and online marketing.
 - 300% quarter-after-quarter lead growth, with a continuing upward trend
 - Increased Google AdWords conversions from 3% to 15% over a one-month period while maintaining existing levels of spending
 - Developed secondary website as a temporary viral marketing effort that was responsible for 30% of the total number of product downloads
- Managed search engine optimization (SEO) of the company web site, including TITLE and META tags, keywords, link sharing, and web site content.
 - Continuing 5-10% increase in web site traffic each week from preceding weeks
- Owned all activities related to Eloqua administration, including managing email marketing systems, policies, and processes, and creating reports, forms, and programs related to company events, and marketing campaigns.
 - Project manager for Eloqua and Salesforce.com integration
 - Developed lead scoring program between Eloqua and Salesforce.com, which increases the effectiveness of the inside sales team by qualifying leads prior to initial sales touch
 - Increased lead-to-opportunity conversions by 30% by implementing a "drip campaign" that nurtures incoming leads and assigns them to salespeople based on web site activity.
- Administered any requirements/configuration within Salesforce.com, including lead sources, lead fields, validation rules, reports, and routing rules.
- Instrumental in the most successful launch in the history of the company (March 2008), which included the rebranding and repositioning of the primary product set and the announcement of the Series C funding, the results of which included:
 - 4x growth in pipeline and 85% share of voice, resulting in 100% growth in sales
 - 2x increase in web traffic, including 150% growth in web registrations
 - Acknowledgement in publications such as the New York Times, the Wall Street Journal, and CNN Money
- Managed company presence on social networking and Web 2.0 sites including Facebook, Twitter, and LinkedIn
 - Multiple five-figure deals closed with clients who were referred by the company Twitter account
 - Twitter followers increased 120% in a three-month period
 - Championed the creation and design of the company blog in July 2009

- Produced, managed, and acted as speaker for both internal and external company-sponsored webcasts. Wrote and designed HTML invitations and follow-ups, managed registrations, coordinated dress rehearsals with the speakers, recorded and managed the event, and added the webcasts to the company web site.
 - On-demand webcast downloads accounted for 20% of all new leads per week
- Designed new collateral, print ads, and trade show graphics, and wrote content as required.
 - Developed new data sheet, case study, and white paper templates to coincide with web site redesign
- Coordinated and implemented marketing communications projects with responsibilities that include event management, advertising (both online and in print), and creating brand awareness. Oversaw vendor relationships with regard to email list rentals, e-newsletter sponsorships, banner advertising, and textual advertising.

EDUCATION AND CERTIFICATIONS

Salesforce Administration (EE/UE Editions), Salesforce.com/Bluewolf, March 2008

Hands-On Eloqua 101, Eloqua Corporation, December 2007

Master of Arts (with Honours), International Relations, June 2005

University of St Andrews, St Andrews, Scotland, UK

Fields of Study: international development, international law, Middle Eastern and European affairs, social anthropology, Spanish, conflict resolution, and political theory.

SKILLS

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| - Eloqua administration | - Event management and organization | - Advanced HTML, moderate CSS |
| - Salesforce.com administration | - Project management and organization | - Superb writing and editing skills |
| - Intermediate written/spoken Spanish | - Microsoft Word 2003 | - Microsoft Excel 2003 |
| - Microsoft PowerPoint 2003 | - Adobe Acrobat 8 Professional | - Adobe Photoshop CS2/CS3/CS5 |
| - Basic written/spoken Swedish | - Microsoft Windows 98/XP/Vista | - Adobe Illustrator CS5 |