

ELNAZ (ELLIE) SOLEYMANI

CONTACT

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- 📍 West Linn, OR

SKILLS

Team leadership
Board Interaction
Account-Based Marketing
SEO/SEM
Paid Media
Social Media
Event Management
Content Strategy
Market Research
Branding & Positioning
Corporate Comms. & PR
Budgeting & Planning

PROFICIENCIES

HubSpot
Pardot
Salesforce.com
6Sense
Zoominfo
GoToWebinar
Sprout Social
Hootsuite
WordPress
Adobe Cloud
Google Suite
Microsoft 365

I am a strategic and creative marketing leader with over 15 years of experience in the B2B space with a focus on the SaaS, cloud, and tech startup industries. I've had the opportunity to build and oversee overall marketing strategies from the ground up while leading and growing high-performing teams.

I have a proven track record of expanding brand awareness and driving growth through multi-channel marketing strategies spanning digital marketing, ABM, email marketing, social media, events, content strategy, sales, and partner enablement. I leverage online and offline channels, technology tools, and data-driven insights to create awareness, generate pipelines, and support sales cycles.

WORK EXPERIENCES

VP of Enterprise Marketing

Mavrck 2022 - 2023

- Implemented a multi-channel quarterly marketing plan including organic and paid media, ABM, social media, events, partner and customer marketing, and content marketing
- Oversaw a team of high-performing marketers, BDRs, and marketing agencies
- Led the redesign of the homepage on Mavrck.co for improved messaging, positioning, and CTA placements leading to better conversions and a reduced bounce rate by 15% in the first 3 months
- Optimized lead journey, scoring, and handoff process within HubSpot to improve conversion rates
- Reduced CPMQL and CAC by over 30% within the first half by re-investing funds in higher-performing channels
- Initiated quantitative and qualitative yearly market research to keep up with industry trends, buyer needs, and competition. Helped Inform decisions within Marketing, Sales, Product, and CS teams
- Tech Stack used: HubSpot, 6Sense, G-Suite, Adobe Creative Cloud, GotoWebinar, Asana, WordPress.

Director of Marketing

TapResearch 2021 - 2022

- Built marketing and branding strategy from the ground up for go-to-market of new SaaS solution
- Created and managed a multi-channel quarterly marketing plan and budget aligned with company and departmental OKRs
- Redesigned and optimized website positioning and messaging around new solution offerings to drive more inbound self-service customers
- Implemented SEO and SEM strategy (including content calendar) to create awareness and demand - saw an average. MQL to SQL conversion rate of 30% from paid search
- Increased organic traffic by %450 in first 6 months resulting in net new lead creation increase from <5 to 668 per month
- Hired and managed a team of two marketers to help support growth initiatives (Content Marketer and Digital Marketer)
- Tech Stack used: HubSpot, G-Suite, Adobe Creative Cloud, WordPress

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EDUCATION

Kennesaw State University

2008 - 2012

**Bachelor of Business
Administration (Marketing)**

Concordia University

2005 - 2008

**Associates of Art (Business
Communications)**

LANGUAGES

- English 
- French 
- Persian 

Director of Demand Generation

Blue Lava 2020 - 2021

- Created and executed an integrated growth marketing plan within the first 30 days in line with pipeline growth objectives
- Managed a team of 4 high-performing marketers to help accelerate pipeline growth
- Collaborated with the product marketing team to create and successfully execute a product promotional launch plan for a new product feature
- Built key KPIs and reporting dashboard for weekly visibility and tracking among the executive team
- Oversaw the implementation and integration of a marketing automation tool (Marketo) with CRM (Salesforce.com)
- Supported the sales and BDR team with sales collateral and targeted campaign creation
- Increased sales opportunities from 0 to 20 per month within the first 6 months, contributing 45% to the overall pipeline

Head of Marketing

Atmosera 2018 - 2020

- Developed and executed multichannel B2B demand generation and product marketing programs aligned with revenue objectives and yearly budget
- Plan included but not limited to SEO/SEM, events and conferences, email marketing, social media, content marketing, market research, partner marketing, etc.
- Increased Marketing qualified leads by 150% in the first year, while contributing 63% to net new closed-won logos
- Improved SEO/SEM return from -12% to 70% over a period of 2 years
- Collaborated with internal technical and product teams for go-to-market strategy and product marketing
- Managed and tracked partner marketing funds and programs, and relationships with Microsoft
- Integrated marketing automation tools with CRM for improved tracking and reporting of key KPIs and metrics

Director of Marketing

Mobile Labs 2015 - 2018

- Built yearly omnichannel Marketing programs, aligned with company goals, strategies, and budget (Demand Generation, ABM, E-mail Marketing, SEO/PPC, Trade shows and webinars, PR, Paid Media, and Communications - Internal and External)
- Owned tracking and reporting of key metrics and KPIs demonstrating program results and success
- Yield average yearly ROI of 170% from Marketing activities, contributing over 60% to the overall company opportunity pipeline and resulting in 55% of closed-won revenue
- Built and executed quarterly lead generation and nurturing programs consistent with the company marketing plan, taking into consideration best practices and results

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Zoominfo
GoToWebinar
Sprout Social
Hootsuite
WordPress
Adobe Cloud
Google Suite
Microsoft 365

- Implemented lead routing and scoring methodology through CRM to improve lead tracking and conversion stages from Marketing to Sales and SDR teams
- Oversaw and managed the entire website redesign in 2016 (including content and web optimization) with the help of a creative agency
- Presented Marketing plans, goals, and results to the Board of Directors Executives and company-wide meetings on a quarterly basis
- Managed the internal marketing team and third-party relationships
- Supported the development of sales tools such as collateral, case studies, sales presentations and demos to effectively promote sales readiness

EXPERTISE

- **Demand Generation & Growth:** Experience building highly scalable and efficient programs across paid media, paid search, ABM, SEO/SEM, social media, and website optimization
- **Field Marketing:** Developing and executing yearly and quarterly corporate and industry events to drive demand. Including but not limited to webinars, conferences, road shows, lunch and learns, partner events, customer-facing events, etc.
- **Content Strategy:** Building high-performing editorial and content calendars aligned with the different stages of the marketing funnel and buyer personas, to support demand generation and sales enablement needs.
- **Market Research and Analysis:** Conducting thorough quantitative and qualitative market research to understand customer needs, competitive landscape, and industry trends, and using this information to inform marketing, sales, and product teams
- **Team Management:** Hire, lead, and mentor high-performing marketing teams (of up to 10 marketers and 15 BDRs) to execute campaigns, projects, and initiatives effectively.
- **Leadership Presence:** Participated and presented quarterly marketing plan and key business results to the Executive Team and the Board of Directors
- **Data-Driven Decision Making:** Using analytics and data to track KPIs, make informed marketing decisions, and optimize campaigns for better predictability and forecasting
- **Startup Experience:** Efficiently built and scaled high-performing marketing plans and teams driving efficiency and growth from early-stage through late-stage startups