

MARGUERITA DE SENNA

marguerita@mdesenna.com | <http://mdesenna.com> | Austin Area and Remote

SUMMARY

- Highly technical marketing leader. Expertise in data-driven strategy, execution, and marketing technology.
- Diverse experience across industries, B2B, B2C. Turns market insights into actionable results.
- Former engineer & college professor. Wearer of many hats. Learns fast. Gets stuff done.

EDUCATION **Columbia University** (2x) – **MS**, Education & Nutrition; **BS**, Electrical Engineering, Cum Laude

SKILLS Marketing Technology, Strategy, Program & Product Management, Marketing Automation [Salesforce Marketing Cloud (SFMC/ExactTarget), Hubspot, Marketo +], Salesforce (SFDC), GTM Strategy, A/B Testing, Google Analytics, Adwords, FB Ads Manager, SEO, CRO, SEM, SMM, PPC, HTML, CSS, CMS (WordPress +), Web Design, Development (Elementor +), & Optimization, Sales Enablement, Content Management, Social Media, Customer Messaging and Positioning, Competitive Analysis, Adobe Creative Suite (Photoshop, Illustrator), Graphic Design, Jira, Confluence

EXPERIENCE

SENIOR TEAM MANAGER - MARKETING PROGRAM & DIGITAL PRODUCT MANAGEMENT 2019-Current
Charles Schwab Corporation - Austin, TX

- Develop and drive the roadmap and product vision for marketing technology and team initiatives.
- Product Owner of Lead Management. Oversee development, launch, and enhancements of multi-system migration effort, working with 20+ teams across the org, inc. tech owners; POs, PMs, dev/scrum, QA, and deployment teams; and leadership.
- Drive best practices for business strategy and marketing automation teams. Socialize martech capabilities across the retail enterprise; help drive multi-channel campaign optimization and personalization. Drive improvements of data, data-driven insights and decisioning, and marketing effectiveness.
- Oversee predictive intelligence and personalization strategy and capabilities. Guide implementation and adoption.
- Drive process improvement, enabling team to be more efficient, agile, and scalable. Leverage Jira and Confluence.
- Oversee two direct reports, a project manager, and recent college-grad hires in marketing rotational program.

SENIOR MARKETING CONSULTANT - MARKETING OPERATIONS AND STRATEGY 2018-2019
Marguerita de Senna - Invitae Genetics, FogChain Inc. – Remote

- Provided end-to-end marketing consulting services for various clients, including a B2B/B2C biotech firm and B2B SaaS.
- Implemented the deployment of new Salesforce Marketing Cloud (ExactTarget), inc. Journey Builder; Automation, Email, Web, Advertising, Mobile, and Social Studios. Updated Salesforce for marketing-sales' data needs. Tested user stories (UAT), built journeys and automations; trained marketing team on developing targeted strategy. Executed business requirements into operational efficiency.
- Built and launched company's first website, inc. technical content, subject matter expertise, design, web development, and SEO.
- Conducted competitive analysis and research to drive positioning and messaging for product portfolio.
- Guided the executive team in building brand and new marketing technology stack that is reliable, scalable, and within budget.

DIRECTOR OF PRODUCT MARKETING 2016-2018
SIGOS App Experience (formerly Dynatrace Keynote Mobile Testing/DeviceAnywhere) – San Mateo, CA

- Led the go-to-market strategy, demand & lead generation, and account-based marketing programs for a global B2B mobile SaaS.
- Gathered customer & competitive insights, defined positioning & messaging, and built strategic campaigns across content, website, free trial, email, social media, paid media, PR, social media, and events.
- Migrated and launched new marketing automation (Marketo to Hubspot), workflows, and landing pages. Migrated to new Salesforce, inc. mass data cleanse. Launched new website and entire re-brand. Expanded content, ran A/B testing, and improved SEO and CRO.
- Partnered with sales and product teams. Produced sales enablement, inc. customer decks and data sheets. Trained sales and global marketing teams. Hired and oversaw multiple agencies and direct report.
- Defined KPIs. Built reporting dashboards and used analytics to drive efforts and optimization. Presented results in quarterly town halls.
- Increased MQLs by 9x and web visits by 25% within ~first month of launch of new marketing initiatives.

DIGITAL MARKETING CONSULTANT – GROWTH MANAGER, MARKETING OPERATIONS 2016
Teespring.com – San Francisco, CA

- Managed demand generation email marketing program and technical operations for B2C e-commerce startup.
- Executed rapid test-and-learn strategies (A/B testing), inc. testing AI-driven content, personalization, and offers.
- Drove new re-engagement (win-back) and increased repeat-buyer sales, totaling an annual revenue run rate of \$24M. Developed marketing automation email strategy (ie. abandon cart, welcome, retargeting). Trained global marketing team.

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MARKETING & COMMUNICATIONS MANAGER

2013-2015

California Society of Anesthesiologists – San Mateo, CA

- Led the end-to-end marketing strategy and execution of campaigns, increasing membership, brand awareness, event participation and sponsorships; presented performance and data-driven strategic recommendations to Board of Directors.
- Managed content, website, landing pages, events, paid ads, marketing communications, social media, brand, biz development.
- Generated significant new revenue by establishing a comprehensive advertising program and forming partnerships (B2B); sold >2x the ad space than previous manager, exceeding goals 140% in exhibit sales.

MARKETING ASSISTANT

2012-2013

Hewins Financial Advisors – San Mateo, CA

- Developed a targeted marcom strategy; managed branding; improved CRM data integrity; lead efforts on customer segmentation.

COLLEGE ADJUNCT PROFESSOR, FREELANCE TUTOR, PROGRAM EDUCATOR

2004-2011

Marymount Manhattan College – New York, NY | **Hudson County Community College** – Jersey City, NJ

- Taught college credit courses in nutrition & biology. Rated over 4/5 in student evaluations. Designed and led a health program for an entire public school. Privately tutored students of all ages in a variety of subjects. Enriched hundreds of lives.

SYSTEMS VALIDATION (QA) ENGINEER

2002

Intel Corporation – Folsom, CA

- Assisted with the hardware/software testing of memory chip; received ‘Kudos’ Award for team contributions.
- Designed a website/database (ASP.NET, VB, SQL) for use as an internal tracking tool.