FIONA **FULTON**

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MARKETING LEADER

Energetic marketer devoted to startups. Deep experience in enterprise software, professional services, and publishing.

Product Marketing
Program Management
Martech Automation

Partner Marketing Demand Generation Sales Enablement

Growth Marketing Content Creation Branding & Art Direction

"Fiona is a problem solver, a great communicator of ideas and a leader people want to follow." | "Rolls up her sleeves to do whatever needs to be done." | "Analytical and data-driven." | "Humor, poise and resiliency." | "Passion for building strong connections." | "Creative, artistic, and sharp." | "I'm amazed how quickly she picks up on technical fine points." | "Fun, personable and smart." | "Attention to detail." | "Great at putting things together quickly." | "Driven to deliver solid work." | "Fiona makes things happen." (Excerpts from LinkedIn recommendations)

EXPERIENCE

TECH FIRM X—Some City, CA (remote)

2013-present

Head of Marketing

Oversee all global marketing for enterprise software company. As first marketing hire of startup, played key role in company's growth from 75 to 500 consultants worldwide to become a top 10 Oracle SaaS application implementation partner. Started as Marketing Manager; promoted three times.

Branding & Communications: Manage all aspects of global brand, including public relations and analyst relations. **Product Marketing**: Create marketing plans. Oversee and create content. **Sales Enablement**: Manage inside sales, lead qualification, alliance management, and all account-based marketing activities. **Growth Marketing**: Direct all aspects of demand generation/lead generation including email, digital marketing (web, video, social, SEO/SEM), and all events/webinars. **Team Leadership**: Hired, developed and lead virtual team of 6 direct reports known as the highest-performing group in the company. Manage several agencies.

Highlights of Achievements:

- Achieved Gartner Magic Quadrant 2019 recognition: top 18 out of 250+ Oracle consulting firms.
- Ensured we ranked in Top 5 in Oracle co-sell since 2015 through partner marketing management.
- Planned and executed digital marketing campaign to capitalize on Gartner MQ, generating 25 SQLs in the first month on \$3,000 spend.
- Built library of over 1000 assets on Seismic sales enablement platform including 200 customer stories, research studies, eBooks and datasheets, PaaS innovations, and sales presentations.
- Produced 25+ high-quality customer testimonial videos at 50% of industry-average production costs.
- Led multiple research studies that generated 150 MQL and were quoted by press and Oracle marketing.
- Doubled attendance at annual networking event at Oracle OpenWorld while saving 20% per year.
- Doubled website traffic by collaborating with content agency for blog content.
- Managed two integrated CRM and marketing automation deployments. First company to successfully integrate Eloqua and Oracle Sales Cloud, leading to several speaking engagements.

FIONA FULTON CONSULTING—Some City, CA

2009-2013

Director of Marketing, Owner & Founder

Planned and executed a variety of marketing and business consulting services, primarily focused on brand strategy and visual identity, product development, event management, and content / digital marketing.

COMPANY X (acquired by XXX Distribution)—Some City, CA

2002-2008

Co-Founder, President, Director of Marketing

Founded and operated a specialty print publishing startup that created gifts, games, and guides featured in *The Wall Street Journal, NY Times, Food & Wine*, and *Entrepreneur* and showcased in a national TV, print and radio ad campaign for OPEN by American Express. Oversaw all aspects of product development for 35 titles. Managed marketing and demand generation as well as sales/channel management, licensing, and distribution through Chronicle Books.

Innovated a new category with our first product, Product X. Landed contract with exclusive gift sales agency that sold the product into coveted retailers including MOMA NY, MOMA SF and top wineries.

CONSULTING FIRM X—Some City, CA

2001

Management & Internal Communications Consultant

Provided consulting and advisory services that helped companies improve their workplace culture and communications. Evaluated companies applying for inclusion in *Fortune Magazine's* "100 Best Companies to Work for in America."

TECH FIRM XYZ (acquired by Other Tech Firm)—Some City, CA

1999-2000

Alliance Manager (2000)

Secured and managed strategic alliances with several tech firms that resulted in additional \$15 million in sales pipeline for venture-backed provider of online sales and configuration software. Offered key role at XXX upon acquisition.

Product Manager (1999)

Oversaw development and marketing of company's analytics solution as first project upon hire. With no experience in this type of product and only one live customer, convened and managed team to develop and release beta version of product in nine months. Created all outbound sales and marketing materials.

BIG 4 CONSULTING COMPANY—Some City, CA

1995-1999

Solutions Manager, Customer Connections (CRM) Practice (1998–1999)

Played key role in launch of CRM practice and its growth from 15 consultants to over 150 CRM practitioners in U.S. and Europe. Oversaw development of best practices knowledge base, implementation methodology, and thought leadership. Built training curriculum for E&Y consultants, alliance partners, and clients.

Consulting Manager/Senior Consultant (1995–1998)

Provided process design and functional IT consulting in call center and customer service arenas. Worked primarily with high tech and telecom clients such as HP, Sprint PCS (Mobile), and former "Baby Bells" such as Ameritech and Pacific Bell (now AT&T). Generated over \$2M in sales.

EDUCATION

Master of Business Administration (MBA), Marketing Emphasis, XXX University

Bachelor of Arts (BA), Political Science/International Relations, University of XXX

SKILLS

Sales & Marketing: Marketo, Eloqua, Salesforce, Oracle Sales Cloud, and Seismic CMS: WordPress, Joomla, and basic HTML SEO / SEM / Social: Google Analytics, AdWords, AdRoll, LinkedIn advertising, and HootSuite

AWARDS & RECOGNITION

XXX Award won by Tech Firm in 2018, 2017, 2016, 2015, and 2014.

XXX Award women's entrepreneurship award, 2005.

Featured speaker at 20–30 conferences including Seismic SHIFT, Intrigue Summit, OAUG Collaborate, Women's Leadership Exchange, and Commonwealth Club. Moderator of more than 40 public and internal webinars.

AFFILIATIONS

SF Agile Marketing, Seismic Select Customer Advisory Board (founding member), Eloqua Topliners, Marketo User Group, MartechTribe Review Panel, and Product Marketing Alliance