

MARYANN WERNER

Kansas City, Kansas | (727) 514-3720

www.Maryann-Werner.com | Maryannwerner2@gmail.com | [Linkedin.com/in/maryannwerner](https://www.linkedin.com/in/maryannwerner)

EXPERIENCE

iCIMS | Remote | Sept 2021 - Aug 2024

Senior Product Marketing Manager (PMMIII)

- Marketing stakeholder and project manager for seasonal product releases, including creation of release theme, product value messages, bill of material updates, EMEA/ North American sales/services enablement materials, webinars/ promo videos, email strategies, support for press/ analyst relations strategy, etc.
- Developed customer communication strategies to drive product usage, loyalty and retention. Worked to advance upsell/cross sell, highlight underutilized features (via Pendo), share enhancements and product end-of-life.
- Performed competitive intelligence using Gong calls, industry analyst reports, search alerts, industry newsletters, and interviews with product and sales leaders across the company to craft differentiated messaging.
- Built and launched bill of materials/collateral including sales decks, product spec sheets, brochures, competitive battle cards, value training decks, objection handling sheets, website messaging, and RFI/ analyst responses.
- Partnered with leaders across Product, Rev Ops, Marketing, and Sales for product launches, leading product naming efforts, positioning, content development, distribution, and go-to-market strategies.
- Collaborated with demand generation and customer marketing teams on omni-channel go-to-market campaigns, developing content based on target personas and stages in sales cycle or customer lifecycle.
- Analyzed performance metrics for adoption of materials, MQLs/SQLs, revenue, whitespace, and product usage - holistically, and by feature.

KEY ACHIEVEMENTS:

- Led project team of 10 cross-functional marketers for the launch of four seasonal releases - managing creation of 20 content resources for 30+ highlighted features and enhancements.
- Reformulated release marketing processes, implementing voice of customer tactics, refreshed enablement strategy, and project management best practices. Garnered 95% success rate in Summer Release project management survey, increased clicks on enablement content by 10x, and 400 new website clicks.
- Head marketer for launch of six new products or offerings: iCIMS Advanced Analytics, Insights Advisor, Insights +, Rapid Results Workshops, Premium Success, Advisory Services, and Candidate Experience Management (CXM) - *project mgr.* Led product naming, message house development, creation of brochure, slides, and other BOM, led customer engagement, early access launch materials and wrote demo messaging (Reprise).
- Collaborated with SVPs, and C-suite leaders for new roadmap format including consolidated layout with focus on business challenges, four target categories and 12 topic areas showcasing focus in AI innovation.
- Led strategy and writing for Video Studio adoption campaign, resulting in 30% increase in three feature areas.
- Product SME, contributing to corporate award nominations for Fosway 9-grid for TA (3x Strategic Leader), AI Breakthrough Award for Best Overall AI Solution, HR Tech Awards Best Comprehensive Solution, and many others.

CCG Analytics | Tampa, FL & Remote | Feb 2016 - Aug 2021

Senior Portfolio Marketing Manager | Oct 2020 - Aug 2021

- Architected portfolio of offerings alongside Strategy, Solution, Sales, and Marketing leaders. Performed market research, customer interviews, and digital marketing analysis for name/branding, messaging, and collateral.
- Completed buyer persona playbooks, including audience isolation, stakeholder profiles, and BANT for CFO, CEO, VP of Data & Analytics, VP of Strategy and related roles.
- Developed competitive intelligence and messages for direct, indirect, and replacement competitors using interviews, online research tactics, observing sales calls, and studying reports from Salesforce and other platforms
- Built relevant and engaging content for sales enablement and direct to customers in formats like white papers, brochures, social media posts, blogs, web pages, webinar pages and more.
- Collaborated with Demand Generation for email strategies, content, ABM tactics, SDR scripts, and direct mail.

KEY ACHIEVEMENTS:

- Managed development and approvals for six comprehensive message houses using Sirius Decisions messaging framework. Completing buying office context, demand and buying scenarios, value proposition, narrative, etc.
- Consulted for corporate competency matrix and Marketecture including category, competencies, capabilities, offers, and markers. Made naming recommendations, performed gap analysis, and segment research.
- Developed and deployed four persona playbooks detailing top needs, pains, value statements, solutions and features, adoption metrics, and ROI/Outcomes for key buying offices.
- Managed content editorial calendar, wrote or edited and launched three blogs weekly, seven eBooks/whitepapers, 10 data sheets/ infographics, five case studies, one DIY calculator, and four videos including interviews, demos, and customer testimonies.

Senior Marketing Manager | Apr 2020 - Oct 2020

- Accountable for the creation of all marketing-produced content. Maintaining 250 existing website resources, and publication of 10-15 resource pages monthly covering blogs, landing pages, eBooks, and customer stories.
- Spearheaded the strategic and tactical execution of marketing campaigns, including product messaging, graphic design, advertising and promotion, persona targeting and performance analytics.
- Managed organic and paid social media strategy and execution including pay-per-click advertising, display targeting, and content promotions across LinkedIn, Facebook, and Google Ads.
- Led public relation efforts, branding, and corporate messaging, ensuring consistent brand voice and imagery.
- Oversaw marketing operations like adoption of technology investments, event/conference planning, merchandise management, agency relationship and employee-manager to Senior Copywriter and Marketing Coordinator.

KEY ACHIEVEMENTS:

- Managed department budget, including \$120k on digital asset development and \$65k in advertisements, saved over \$30k in consolidating unnecessary spend from the year prior.
- Managed omnichannel ADAPT campaign in Spring 2020, converting over 65 MQLs and launching the company's first subscription-based newsletter, growing to 2,000 subscribers in the first quarter.
- Led team which grew LinkedIn following by 1,500 users in six months, tipping 10K as of September 2020.
- Increased average page views by 36%, decreased exit rate by 31%, and increased average time on page by 13% over a year through weekly performance analysis and redesigning pages for optimal user experience.
- Led transition from Marketo to Hubspot marketing automation tools including the buildout of lead scoring, CRM synchronization, and content transfer.
- Led copy editing and design for industry pages for Retail/Restaurants/Hospitality, Professional Services, and Manufacturing / Industrials.
- Promoted from Marketing Coordinator (2016 - 18) and Marketing Comms Manager (2018-20) with CCG Analytics.

Education

University of South Florida | Muma College of Business

Bachelor of Science in Marketing | December 2016

- American Marketing Association – VP of Prof. Dev., VP of Event Planning, Chapter Liaison, Director of Marketing
- Regional Conference Marketing Competition Winner, two-time Case Competition Semi-Finalist

Certifications

- **Product Marketing Alliance** - Product Marketing Certified (PMMC) - December 2023
- **Hubspot** - Content Marketing | Inbound Marketing – Issued July 2021
- **Google AdWords** - Search and Display

Product Focuses

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| <ul style="list-style-type: none">● AI/ ML● Analytics and Advanced Analytics● Data Privacy and Security | <ul style="list-style-type: none">● Professional Services - Applicant Tracking (ATS), Candidate Management (CRM), Talent mobility● Digital Assistant/ AI Chatbot● Text Engagement | <ul style="list-style-type: none">● Employee video testimonial● Inhouse market research/Insights program● Cloud strategy and management |
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