

ELIZABETH GEORGE

MARKETING AND SALES EXECUTIVE

AT A GLANCE

- 15+ years Revenue Strategy, Growth, Marketing, Sales and Corporate Strategy Experience
- Skilled in strategizing revenue opportunities
- Passionate about storytelling and brand recognition
- Enjoy building and leading teams
- Out-of-the-box thinker, love bringing ideas to reality

WORK EXPERIENCE

Head of Marketing

www.statsig.com | September 2023 - present

- Primary responsibilities include growth through pipeline generation and conversion efficiency, establishing product-led growth strategy, brand building, sales alignment, and building/optimizing pipeline
- Part of the leadership team, reporting directly to CEO
- Plan an out-of-home brand approach to bring Sequoia backed, Seattle-based start-up to Bay Area
- Attract high-intent demand generation in primary persona of software engineers, product, and data science.

WORK EXPERIENCE


Director, Demand Gen and Growth

www.split.io | January 2022 - September 2023

- Primary responsibilities include pipeline generation and conversion efficiency, digital marketing strategy, SDR alignment, establishing product lead growth, and building and optimizing pipeline funnel
- Reporting directly to CMO, and part of the executive team
- Lead a team of Splitters and agencies including; Digital Marketing Specialists, Email Automation, SDR's/AE's, Content Marketing, Business Analytics and more.
- Establish pipeline funnel definitions, optimize conversions at every stage, and introduce Sales and MarTech to support
- Created a predictable revenue pipeline that is responsible for over 71% of pipeline generation, with 73% of Closed/Won opportunities attributed to Demand Gen efforts
- Throughout economic downturn, build self-sufficient Demand Gen engine that resulted in sustainable budget-friendly growth, with QoQ growth (35% YoY) and achieved over 90% of Pipeline targets (with half budget/resources) improving CPL, CAC and more.
- Responsible for establishing Product Qualified Growth alongside Sales Lead Growth efforts, with 15% growth QoQ
- Implement SEO strategy with targeted keywords, competitor insights, backlink strategies, and attract high-intent conversions with 60% of MQL's converting to an opportunity, and 70% of all closed/won resulting from Organic.
- Achieve above industry standards for Meeting to Meeting Completed (Hold Rate 95%) and Meeting to S1 (88%)
- Increase ideal personas, increasing Software Engineers to 63% of all leads, and over 50% in MidMarket and Enterprise.




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 778-997-7025

SKILLS SUMMARY

..... Demand Gen - Sales Enablement - Revenue Strategy

..... Brand Building


..... Corporate Planning


..... MarTech + MOPs Systems


..... Digital Optimization

..... Digital Marketing, SEO, Paid Media, Organic

EDUCATION

 The University of British Columbia
Bachelor of Arts (BA), Art History
Years Attended, 2007 - 2011

 BCIT
Various Digital Marketing Courses
(MKTG 1551, MKTG 1051)
Years Attended, 2015 - 2016.

 Google Certification
Google Analytics Certification,
Google Adwords Certification
Years Attended, 2016 - Present.

SOFTWARE SKILLS

- Salesforce CRM (implementation and admin)
- Hubspot CRM, Customer.io, (implementation and admin)
- Marketo and Pardot Email Automation
- Sales tools - SalesLoft, Postal, Calendly, Outreach
- Jira Product Tracking
- Analytics Tools - Looker, Google Analytics, Tableau



Whenever I'm about to do something, I think, '**Would an idiot do that?**' And if they would, I do not do that thing.

- Dwight Schrute



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Head of Growth and Brand | Living Sky Technologies

www.writeway.com | Mar 2020 - January 2022

- Primary responsibilities include corporate and brand strategy and identifying growth and revenue opportunities.
- Reporting directly to CEO, and part of the executive team that includes; CEO, COO, CFO and Head of Product
- Lead a team including positions such as; Digital Marketing Specialists, Market Researchers, Product Analysts, Email Automation, Content Marketing and more.
- Establish branding from ground up; including visuals, messaging, digital strategy and more.
- Create 1, 5, and 10-year corporate and growth goals
- Implement go-to-market strategy including; BETA and Pilot Program, market research, persona development, digital and content strategy, and competitor assessment.
- Determined growth goals and avenues to achieve growth
- Implemented Wordpress website development and maintenance
- Established digital marketing strategy from website development to conversion opportunities
- Researched and implemented CRM systems including Hubspot + Salesforce

Executive Manager, Corporate Communications and Strategic Partnerships (Promoted from Senior Sales and Marketing Manager) | Henry Schein

www.exansoftware.com | Sept 2017 - Mar 2020

- B2B corporate/brand strategy, campaign driven initiatives to current (and prospective) client-base, and achieving sales targets
- CRM Salesforce Admin (owned/maintained) as well as selected and implemented Marketing Automation, Pardot
- Lead a team including; Marketing Specialists, Web and Graphic Designers, BDRS/SDRS and AEs.
- Reported directly to the President of Exan and Senior Leadership at Henry Schein.
- Established internal sales channel (sales to pre-existing clients) resulting in 105% sales targets
- Increased new sales leads by 15% by establishing unique partnerships that launched new product offerings (ABM)
- Coordinated event schedule, including planning/hosting annual client conference
- Managed interdepartmental communicate to improve sales efficiency
- Generated Annual/Quarterly department goals and budget

I'VE WORKED WITH



Living Sky



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Marketing and Sales Manager | Intranet Connections

www.icthrive.com | July 2015 - Sept 2017

- Corporate/brand strategy, establishing inbound/outbound sales strategy, and strategic partnerships.
- Reported to CEO and lead a team including; Content, Digital Marketing. Web and Graphic Designers, BDRs/SDRs/AEs/SE's, and Email Automation Specialists
- Created, and maintained, digital marketing strategy
- Established multi-brand strategy for product diversification
- Increased inbound organic leads by 30% with strong SEO initiatives
- Created concise predictable revenue pipeline journey
- Salesforce CRM Admin and Automation Marketo/Pardot
- Executive Leadership meetings to establish corporate goals

Manager, Marketing and Partnerships | FundRazr

www.fundrazr.com | May 2013 - July 2015

- Developed a marketing strategy that reinforced the brand's core identity.
- Established and coordinated all partnership and affiliate programs.
- Reported directly to the CEO, lead Marketing team
- Established over 50 Corporate Partners
- Planned and implemented digital marketing strategy including analyzing Google Analytics data (paid/organic), SEO
- Improved on-site conversions using social media, PPC, and optimized landing pages.
- Generated brand materials (such as How-To Guides) and press releases (article in the Financial Post)
- Implemented webinar and video series to engage clients (both pre-existing and acquisition)
- Managed Facebook App Listing, partner integration systems, as well as implementing Salesforce as Admin

Co-Founder, Head of Sales and Marketing | ChattBack

www.chattback.com | Nov 2011 - Feb 2013

- Co-founder of ChattBack, created a strategic marketing plan for both brand awareness and to establish key segments.
- Developed Marketing and Sales funnel and managed team
- Partnered with key businesses to use as a foundation to grow sales and scale ideal segments
- Collaborated with Hootsuite to be one of the first companies to launch an API on their site.
- Established international clients for Chattback in Canada, US, UK and Australia.
- Created comprehensive media kit that resulted in local, and international, press coverage.
- Created and owned website development
- CRM research and implementation.