

Amanda Johnson

Growth Marketing Leader | Demand Gen Maven

CONTACT

📞 847.502.5112

✉️ Johnson.Amanda0208@gmail.com

🌐 Johnsonamanda0208.weebly.com

🌐 [linkedin.com/in/adajohnson/](https://www.linkedin.com/in/adajohnson/)

EDUCATION

Bachelor of Arts

Communications & Media Studies

Summa Cum Laude

DePaul University, Chicago

SKILLS

Professional

Paid search

Programmatic media

ABM strategy

Inbound/Outbound Marketing

Demand Generation

Sales Process & Enablement

Soft skills

Relationships & influence building

Cross-functional team leadership

Direct, transparent communication

Customer-centric mindset

Process-oriented and analytical

Tech Skills

HubSpot

Salesforce

Terminus

Bombora

Asana

Hootsuite

Sprout/Bambu

AWARDS

2020 Hermes Award, Platinum

Electronic Media | eBook

2020 Hermes Award, Gold

Electronic Media | Blog Writing

2019 Business Intelligence Award

Marketing Department of the Year (TBI)

2019 Gold Stevie Award

Marketing Department of the Year (TBI)

2015 Summa Cum Laude

DePaul University

2013 Global Employee of the Year

Teletrac Navman (Navman Wireless)

PROFILE

Seasoned, award-winning growth marketing and content leader with 10 years in B2B SaaS technology (cloud and cybersecurity-focused).

A committed and collaborative leader with a proven track record in marketing transformation, developing and executing successful omnichannel programs, and implementing ABM campaigns.

WORK EXPERIENCE

Senior Marketing Manager, Global Campaign Strategy

Trustwave | December 2021 - present

- Ideated, executed, and managed multiple omnichannel strategic global campaigns, driving measurable MQLs, pipeline & revenue.
- Orchestrated and managed new paid media & digital strategies, including onboarding agency support and managing agency relationships.
- Collaborated with sales, identifying priority and strategic accounts for targeted ABM campaigns.
- Leveraged intent data to devise revenue-generating ABM campaigns for priority accounts.
- Built campaign strategies and programs, analyzed campaign performance, and optimized marketing mix and budget based on campaign performance.
- Managed budget and communication of ROI.

Interim Demand Generation Director, Americas

Trustwave | April 2021- December 2021

- Managed team of three: an events manager and two marketing specialists
- Identified and corrected gaps in the lead to sales process, specifically around lead routing and assignment challenges, lead scoring issues, and lack of standardized processes.
 - Enhanced pipeline visibility/accuracy via refined processes and dashboards
 - Improved time to first touch just over 60%
 - Increased lead to MQL and MQL to SQL rates by over 50%
- Identified areas of improvement in demand gen tactics:
 - Turned around failing digital program from nearly \$1M net loss to break-even in >9 months
 - Implemented event strategy where none existed, resulting in 3,000+ leads, \$16M+ in attributed pipeline and \$800k in attributed revenue
- Created and implemented a strategic integrated marketing plan and content calendar, aligning disparate marketing teams across the business.
- Orchestrated the development of a content library to support robust demand gen programs.
 - Netted 1,500 + leads, roughly 400 MQLs, \$28M in attributed pipeline, and just under \$8M ARR

Sr. Marketing Manager, Content (Demand Generation)

Trustwave | Sep 2020 - April 2021

Senior team member focused on creating impeccable, compelling content to drive new business and move leads through the funnel.

- Successfully directed and developed demand generation content (eBooks, buyers' guides, nurture streams, webinars, etc.) and campaigns.
- Managed and edited all freelancers and content creators (internal & external) to ensure high-quality deliverables.
- With near single-handed determination, attained mandatory Microsoft partner certifications, providing the foundation of a business-critical technology relationship, opening the door to millions of dollars in future revenue.

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CERTIFICATIONS

Content Management Certification

HubSpot

Inbound Marketing Certification

HubSpot

Email Marketing Certification

HubSpot

Social Media Certification

HubSpot

ABM Marketing Certification

Terminus

Google Ads Display Certification

Google

Google Analytics Certification

Google

VOLUNTEER WORK

Foster & Volunteer

Fat Cat Rescue

Volunteer (2018-2019)

Bernie's Book Bank

Board Member (2018)

Unlocking Silent Histories

Board Member (2005)

AAUW Nursery School

PRIOR WORK

EXPERIENCE

Customer Support Specialist, Tier 1 & 2

Navman Wireless | 2011 - 2012

Sales & Production Supervisor

Unique Marble & Granite | 2006-2008

Office Manager

Mowery & Schoenfeld, LLC | 1999 - 2000

EA/Training Rep

Andersen Consulting | 1997 - 1999

Editorial Assistant

WOODALL Publications | 1995 - 1997

Marketing Communications Manager

Telecom Brokerage Inc (TBI) | 2018 - 2020

Developed and administered marketing & communications strategies, messaging, and content in support of business objectives and partner/end-user needs.

- Created and directed content strategy, brand voice, company messaging, and annual editorial calendar
 - Increased blog readership by 30% YoY
- Managed social media strategy and platforms as well as PR strategy and agency relationship.
- Authored eBooks, blogs, case studies, press releases, articles, emails, etc., as well as ghostwritten content for executives.
- Built and managed successful revenue and lead generating content marketing campaigns.
- Launched new business unit (brand), creating buyer personas, content maps, and customer journeys.
 - Developed & edited content for SEO-optimized website
 - Devised and managed successful social media strategy
- Managed and developed two direct reports

Marketing Manager, U.S. Construction Vertical

Teletrac Navman (formerly Navman Wireless) | 2016 - 2018

Overhauled existing brand strategy for SaaS solution by leveraging industry and customer research and collaborating with global marketing, sales, and executive teams to create, execute and manage integrated marketing plan and brand strategy (including budget management & owned KPIs).

- Attained 230% YoY revenue growth and exceeded \$1MM in annual recurring revenue.
- Generated more than 100% YoY growth in lead generation (SQLs and MQLs)
- Transformed ongoing strategic development of content, social media marketing, lead generation, and sales enablement practices for U.S. construction vertical

Marketing Specialist, U.S. Construction

Teletrac Navman (formerly Navman Wireless) | 2015 - 2016

During a time of significant transition (post-merger), collaborated with construction product and sales teams on go-to-market plans while also contributing to the development and execution of the transitional strategy and rebranding efforts of a newly created entity.

- Forged strong relationships with industry-related media.
- Partnered with global marketing and SMEs to create/edit website copy.
- Administered a successful customer up-sell campaign, resulting in more than \$250,000 in annual recurring revenue.
- Developed and managed a multi-departmental process for responding to RFP requests, yielding a 30% YoY growth in RFPs awarded.

Business Support Manager / Sales Coordinator

Navman Wireless | 2012 - 2015

Served as the backbone of the U.S. sales team, managing the entire sales process from sales enablement efforts and contract creation to implementation and post-installation billing issues.

- Proactively identified and resolved potential issues.
- Overhauled internal sales process across departments, reducing errors & improving cycle times by 100% +.
- Created content for sales support, including presentations, process documentation, and one-sheets.
- Administered national dealer network.