

# VICTOR COLE

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## MARKETING EXECUTIVE

B2B Marketing Strategist • Global Growth • Marketing Technology Stack Modernization

### *MERGING STRATEGY & EXECUTION TO ACCELERATE GROWTH THROUGH INNOVATIVE MARKETING*

**Visionary, Data-Driven Marketing Executive:** Blend creative thinking with data-driven insight and cross-functional collaboration to inform persona-driven campaigns and product launches that consistently exceed revenue targets. Skilled leader and collaborator who builds high-performing teams, manages multimillion-dollar budgets, and engages stakeholders to elevate brand awareness and market positioning.

**Dynamic Marketing Strategist:** Bring record of rapid scaling and digital transformation, evolving legacy functions into growth engines. Known for designing brand identities and architecting demand-generation machines that boost revenues, sharpen ROI, and empower high-performing teams. Pair a graphic designer's eye for storytelling with data-driven marketer's discipline.

*Strategic Planning • Market Analysis • Product Launch Management • Market Segmentation • Brand Development & Refresh • Digital Marketing (SEO/SEM/Social) • CRM Optimization & Marketing Automation • Integrated Campaign Development • Budget Management & ROI Analysis • Stakeholder Engagement • Data-Driven Decision Making*

## PROFESSIONAL EXPERIENCE

PICARRO

2022 – Present

### Director of Marketing

Led company through pivotal restructure, reporting directly to CEO. Handpicked to modernize \$80M business and steer marketing toward IPO. Leverage deep market research to identify trends, opportunities, and competitive landscape, utilizing insights to inform marketing strategies. Inspire and coach 7-person in-house team alongside external agencies. Create and evolve company's first unified brand identity, weaving strategic storytelling into every campaign to amplify awareness and ignite demand generation. Empower sales organization with richer lead insights, transforming marketing department from cost center into powerful revenue engine.

- **Sparked global brand revitalization** by hiring dedicated brand manager and authored unified style guide, voice, and creative templates.
  - Integrated global websites, including a Chinese-language site with flag-based navigation, and enforced rigorous ROI measurement across initiatives.
  - Implemented marketing automation and analytics tools to track demand-generation performance.
- **Realized <5% attrition rate.** Recruited, coached, and promoted 5 direct reports, instituting clear career paths, quarterly training stipends, and open-door feedback culture.
- **Drove company revenue from \$80M to \$120M.**
- **Launched "Picaro Hero Awards" social-media campaign**, earning 650+ customer nominations and triggering 35% surge in web traffic.
- **Implemented internal communications intranet and monthly CEO "all-hands" videos**, improving employee engagement scores 20%.
- **Led the charge into new market** serving medical sterilizer manufacturers by developing persona-driven demand-generation engine, driving \$25M in revenue over 2.5 years.
  - Crafted market-entry playbook for ethylene-oxide monitoring in medical sterilization.

SUNKIST / FRUIT GROWERS SUPPLY CO.

2017 – 2022

### Director of Marketing & Sales Strategy

Energized revenue in historically slow seasons by creating powerful marketing engine for Sunkist's supply-chain arm. Conducted in-depth market research to identify off-season fruit markets and define total addressable markets. Developed detailed buyer personas and a unified "brand script" for sales and marketing alignment, launching integrated digital and field campaigns that generated \$60M open-market revenue over 5 years.

- **Architected and piloted rollout of Salesforce CRM from ground up.** Led discovery sessions with consultants, formed executive steering committee, and managed Salesforce administrator to ensure seamless integration of web leads and marketing-automation data into sales workflows.
- **Designed and executed strategic cross-selling campaigns,** leveraging market analysis and segmentation to target key customer groups via strategic CRM triggered marketing material deployment, direct mail, local events, digital ads, billboards, and in-store promotions, increasing transaction volume across product lines.
- **Optimized Salesforce CRM and implemented marketing automation workflows** aligned with broader digital marketing strategy, improving lead conversion rates, aligning sales and marketing teams, and enabling data-driven budget management.
- **Drove brand management and stakeholder engagement** by leading external creative agencies through company-wide brand refresh, ensuring consistent messaging across all channels and enhancing brand awareness in new markets.
- **Led integrated campaigns and product launches,** including SEO, SEM, social media, and content marketing tactics that boosted retail store traffic, fruit wax, corrugated and pallet sales, and large-scale irrigation project revenue.

## ELECTRO RENT CORPORATION

2007 – 2017

### Marcom & Brand Manager

Revitalized stagnant marketing collateral, bringing modern design thinking to outdated portfolio. Stabilized operations and introduced new processes that empowered teams to meet ambitious sales demands. Promoted twice, ultimately assuming ownership of brand identity strategy after revamping corporate website and branding.

- **Trimmed project turnaround timeline 40%** after introducing new software, project timelines and intake forms.
- **Co-developed company's first brand standards guide,** unifying logo usage, typography, color palette, and messaging across all markets.
- **Launched inaugural marketing automation pilot,** capturing basic lead data to improve sales team outreach.
- **Engineered lean PPC & SEO blueprint that slashed annual ad spend \$500K** and fueled 30% uptick in marketing qualified leads.
- **Orchestrated end-to-end marketing automation,** crafting multi-stage nurture journeys that lifted engagement scores and accelerated conversion rates 25% in 6 months.
- **Deployed cutting-edge project management platforms** and customized workflows, accelerating campaign delivery by 40% and eliminating “last-minute” firefights.
- **Spearheaded talent acquisition and professional development.** Onboarded Marketing Automation Specialist and Content Strategist that unlocked latent potential on team, scaling campaign velocity.

## EDUCATION & TECHNOLOGY EXPERTISE

**Bachelor of Fine Arts in Graphic Design & Interactive Media** | Leery College of Art + Design

### TECHNOLOGY EXPERTISE:

**Marketing Automation:** HubSpot · Marketo · Pardot

**CRM Platforms:** Salesforce · NetSuite · Dynamics 365

**SEO & Analytics:** Google Analytics · SEMrush · Moz

**PPC & Paid Media:** Google Ads · LinkedIn Campaign Manager · Facebook Ads Manager

**Content & Website Management:** WordPress · Drupal · Adobe Creative Suite · Figma