

ASHLEY ECKEL

23 Lucky Ave, Apt 10C, New York, NY 10100

212-763-1000

ashleyeckel@gmail.com

www.linkedin.com/in/ashleyeckel/

WHO AM I?

- I've acquired nearly **10 years of experience in b2b marketing and communications**, and along with it, a proven track record for using multichannel strategies to build leads, opportunity pipeline, revenue, branding and market share for high growth mobile, internet technology and software start-ups. In short: I love marketing and I love proving that it influences sales.
- I live and die by **integrated marketing strategies**. That means juggling many tactics such as sales enablement, events, marketing automation, email marketing, social media, public relations, branding, content marketing, SEO, PPC, webinars, video and more, to improve brand awareness, market share, and sales.
- **I am a queen of content**. Currently, I am a guest columnist for CMS Wire, Chief Marketer, iMedia Connection and MediaPost. I've written hundreds of eBooks, white papers and bylines. Also, I was elected a Chairperson for the 2013 Mobile Shopping Summit.
- **I believe in a work hard—play hard mentality**, and enjoy leading my teams with this mantra to exceed their goals and career aspirations.
- **I love start-ups**. There's something about being a part of growing brands, market disrupters and all the highs and lows that come with those types of environments, that just makes me excited to get up every morning.

WHAT HAVE I BEEN UP TO?

Zoove Corp.

Head/Director of Marketing
February 2013—Present
New York, NY/Palo Alto, CA

- Head of marketing for Zoove's flagship product, StarStar Numbers
- Responsible for all enterprise and SMB SaaS marketing strategies to enable lead generation, increase sales and beat revenue goals; report directly to the CRO
- Directly manage inside sales and marketing teams
- Overhauled marketing messaging, GTM strategy, inside sales processes and marketing measurement to increase opportunity pipeline by nearly 40% in the first quarter
- Implemented strategic programs such as PR, events, social media, email/marketing automation and content marketing to build lead flow, branding and market awareness
- Increased PR coverage by 200% in first quarter, leading to an increase in lead generation and qualified opportunities for the sales pipeline
- Work with consumer marketing team to align all marcom and brand strategies
- Drive enterprise product road map for reporting and self-service enhancements to support client services, sales and market demand
- Led complete redesign and rebranding of corporate and product websites, marketing collateral and sales presentations
- Launched Pardot marketing automation, scoring and best practices
- Revised social media strategy and quadrupled followers in the first 6 months
- Work with clients such as Dunkin' Donuts, Huggies, Ford, CBS Radio, NHL, ClearChannel, Omaha Steaks, American Greetings, NFL, etc. for speaking slots, case studies, press interviews and awards

Maxymiser, Inc.

Director of Marketing
Aug 2010—Feb 2013
New York, NY/London, UK

- Ran North American marketing for the global leader in enterprise multivariate testing and personalization
- Single-handedly launched the US marketing program from the ground-up; managed staff, budgets and strategic plans; reporting directly to the Founder
- Initially handled UK marketing; trained UK marketing, and aligned all global strategies
- Helped company achieve leadership position in the 2013 Forrester Online Testing Wave
- Aligned all campaigns with sales to create Top Target sales pipelines of over \$2M per quarter
- Increased lead generation by over 125% through integrated strategy around events, webinars, social media, speaking, email marketing, product launches, PPC, SEO and direct mail
- Tripled marketing database in less than a year through the launch of Marketo; developed lead scoring, nurturing and trigger campaigns
- Drove PR strategy to increase monthly coverage by over 300%; achieved multiple high visibility press placements in publications such as The Wall Street Journal, Mashable, TechCrunch, Forbes and Business Insider
- Managed US and UK case study strategy and leveraged results to obtain several global press, award and speaking opportunities

ALM, LLC

Marketing Manager,
CLECenter.com
March 2009—Aug 2010
New York, NY

- Directed all marketing programs, strategies and budgets to quickly turn around an under-performing online Continuing Legal Education (CLE) e-commerce business.
- Drove 100% of division's revenue through targeted and segmented email marketing, PPC, SEO, social media, direct mail and live events
- Achieved 110% business growth, while realizing 80% to 300% marketing ROI
- Re-configured the product pricing and promotional strategy to accomplish 130-180% of monthly revenue goals
- Identified 15 new national markets to help increase profit margins by over 60%

Imagesoft, Inc.

Marketing Manager
Sept 2008—January 2009
Detroit, MI

- Oversaw all marketing functions for a leading B2B Enterprise Content Management SaaS provider; reporting directly to the VP of Sales
- Managed and executed a strategic plans, marketing budgets and staff
- Planned and executed trade shows, speaking opportunities, customer training, summits, and the annual company meeting
- Accomplished 80% increase in customer training session attendance and garnered over \$30,000 in registration fees
- Raised over \$20,000 in marketing funds from strategic partnerships

HealthMedia, Inc.

Marketing Communications
Manager
June 2005—July 2008
Ann Arbor, MI

- Oversaw all corporate marketing projects for a worldwide leader of SaaS digital health care programs, serving Fortune 500 and 1000 health plans, employers and pharmaceutical firms
- Editor-in-Chief of HealthMedia News quarterly newsletter
- Sales support: wrote and managed RFPs, hosted biweekly "Pulse of Marketing" meetings, presented at quarterly sales team trainings
- Selected, implemented and wrote company's RFP software response database
- Assistant producer of the annual ENGAGE Customer Conference for over 500 attendees
- Designed product ROI reports for clients to improve customer retention and product up-sell
- Achieved 100% success rate on company awards submissions
- Served as project manager and lead copywriter for the re-branding and re-launch of www.healthmedia.com

Time Inc.

Intern, *This Old House*
Summer 2004
New York, NY

- Compiled weekly, monthly and yearly Nielsen television rating information for underwriter presentations
- Coordinated commercial traffic spots for weekly syndication
- Assisted in producing artwork for the Ask This Old House Season 1 DVD
- Conducted research and evaluated competing programs (ex: Martha Stewart Home) in our key demographic and geographic sectors

WHERE DID I LEARN?

University of Michigan

BA, Communications, Marketing
April 2005
Ann Arbor, MI

- Varsity Letter Winner, University of Michigan Track & Field, 2001—2005
- Bronze Medalist, Outdoor Track & Field Championships, Big Ten Association, 2005
- Mott Children's Hospital Student-Athlete Volunteer, 2001-2004

WHAT ELSE HAVE I DONE?

SKILLS

- Microsoft Office Suite
- Adobe Creative Suite: Photoshop, InDesign, Illustrator, Bridge
- WordPress, Zenfolio
- Marketo, Pardot
- Tweetdeck, Hootsuite
- Salesforce.com
- Basic HTML
- GoToWebinar, WebEx
- A/B and Multivariate Testing
- Video production
- Budget management

CERTIFICATIONS

- *Recruiting, Interviewing and Hiring*, American Management Association, New York, NY, 2011
- *Time Management*, American Management Association, New York, NY, 2011
- *Leadership & Managing Teams*, American Management Association, New York, NY, 2011

AWARDS

- *WhichTestWon Online Testing Awards*, 2013, 2012, 2013
- *Global Frost & Sullivan Enabling Technology Award*, 2012