

Sara Breen

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Marketing Manager

Summary

Dynamic and results-driven marketing professional with over 15 years of experience, specializing in integrated marketing campaigns, team leadership, and business development within B2B SaaS and various industries. Proven expertise in planning, executing, and measuring marketing initiatives, including webinars, content syndication, trade shows, and digital marketing strategies. Adept at collaborating across cross-functional teams, managing marketing staff, and driving business growth through strategic marketing efforts. Certified in 6Sense ABM, DemandBase ABX, and Adobe Marketo Engage. Seeking to leverage strong analytical and creative skills to continue delivering impactful marketing results.

Areas of Expertise

- Audience Engagement
- Team Leadership
- Lead Generation
- Marketing Campaigns
- Cross-Functional Collaboration
- Project Management
- Brand Awareness
- Business Development
- Customer Retention
- B2B Marketing Strategies
- Account Management
- Sales Leadership
- Market Analysis
- Product Launches
- Data Analytics

Career Experience

Trimble

2022 – 2024

Field Marketing Specialist

Measured and tracked marketing pipeline performance through Salesforce, providing insights into campaign success and ROI. Collaborated with internal marketing teams, sales leadership, outside agencies, and marketing partners to align on strategy and execution. Participated in the planning and execution of event marketing initiatives to drive brand awareness and lead generation. Worked closely with the Marketing Operations Team to conduct marketing automation testing and ensure quality control.

- Developed and managed 29 comprehensive marketing campaigns, including webinars, content syndication, regional user groups, and tradeshow, generating 3,896 marketing inquiries and 58 new opportunities over 18-month period.
- Planned, executed, and measured integrated marketing campaigns targeting B2B SaaS markets within public and private sectors.
- Created and managed marketing campaigns using Marketo, incorporating emails, landing pages, digital display ads, website content, social media, nurture campaigns, webinars, and live events.
- Earned certifications in 6Sense ABM, DemandBase ABX, and Adobe Marketo Engage Certified Professional.
- Achieved Adobe Marketo Engage Certified Professional designation, enhancing expertise in marketing automation and campaign management.
- Collaborated as a key member of a four-person marketing operations team, streamlining processes and improving campaign efficiency.

Career Break (2008 to 2022)

Chair/Assistant Chair, Mead School District Citizen's Advisory (2019 to 2022), www.yes4mead.com

Founder & Race Director, Dan's Turkey Trot (2016 to 2023), www.dansturkeytrot.com

President, Midway Elementary PTO (2017 to 2019)

Volunteer, Vanessa Behan Crisis Nursery (2008 to 2009), Marketing Coordinator – Santa Express, Funding Development Board

Secretary, Legacy Hills HOA (2016 to 2024), Web site creator and manager, www.huckleberrybayhoa.org

Secretary, Huckleberry Bay HOA (2020 to 2022), Web site creator and manager, www.legacyhillshoa.org

Served as a member of the Corporate Leadership Team, overseeing key marketing functions and strategic initiatives. Collaborated with senior management on the development and execution of the corporate business plan, aligning marketing efforts with overall company goals. Managed a marketing team consisting of 2 Graphic Designers, a Marketing Specialist, a Trade Show Coordinator, and a Customer Service Administrator to ensure successful execution of marketing objectives.

- Directed the management of three company websites, approximately 50 trade shows annually, public relations efforts, corporate and product literature, product launch activities, trade advertising, market research, graphics, and electronic marketing.
- Led the revamp and relaunch of the company website, *www.transtector.com*, in May 2006 to improve user experience and brand visibility.
- Recognized with a Leadership Award in September 2004 for outstanding contributions to marketing and corporate initiatives.
- Authored 11 press releases.
- Conducted a qualitative market research project involving customer interviews with an external research organization.
- Collaborated on a corporate rebranding project with an outside agency.
- Managed co-branding efforts during an acquisition by Smiths Group.
- Wrote two white papers in partnership with the Director of Engineering.

Additional Experience

Marketing Research Coordinator, Aramark Uniform Services, Burbank, CA
Advertising Manager | Assistant Advertising Manager | Account Executive | The Daily Evergreen, Pullman, WA
Intern, DDB Seattle, Seattle, WA

Education

Master of Business Administration (May 2001)

Specialization in Marketing | GPA: 3.52

Bachelor of Arts in Communication / Advertising (May 2000)

Spanish Minor, Business Minor, University Honors College, Magna Cum Laude | GPA: 3.71

Certifications

Adobe Marketo Engage Certified Professional