



Sara Breen, MBA

B2B Marketing



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Spokane, WA

TARGETED ROLES: DEMAND GENERATION, FIELD MARKETING, MARKETING CAMPAIGNS, MARKETING OPERATIONS, GROWTH MARKETING

Results-driven, positive B2B marketing professional with expertise in B2B/account-based marketing, demand generation, and field marketing within technology organizations. Skilled in executing integrated campaigns that drive leads, engagement, and revenue. Collaborates effectively with sales, partners, and stakeholders to align marketing strategies with business goals. Proficient in marketing automation, analytics, and tech stacks like Marketo, Salesforce, and 6Sense. An MBA graduate with industry certifications, combining strategic thinking, data-driven decision-making, and an entrepreneurial mindset.

AREAS OF STRENGTH & EFFECTIVENESS (CAREER SNAPSHOT)



B2B Marketing Expertise in Technology Organizations

- **B2B Marketing:** Developed and executed B2B SaaS marketing campaigns in alignment with sales and marketing leadership to accelerate revenue growth via executing effective integrated marketing programs.
- **Marketing Campaign Strategy:** Produced and managed 29 comprehensive marketing campaigns, including webinars, digital advertising, SEM, social media, content syndication, regional user groups, blogs, thought leadership articles, eBooks, webinars, nurture campaigns, and tradeshow; Contributed 3,332 MQLs.
- **Field Marketing:** Composed engaging content for 20+ tradeshow annually including social media marketing, pre- and post-show email marketing, CTAs, and content hubs/landing pages in collaboration with sales teams.
- **Events:** Planned, managed, and executed logistics, marketing, internal communications, and budgets for all types of events including trade shows, webinars, roadshows, regional user groups, and evening socials; Founded and directed a 501(c)(3) fund run non-profit event organization.
- **ABM:** Crafted and executed Account Based Marketing segments and campaigns to identify intent and increase engagement with target accounts; Certifications in 6Sense and DemandBase.
- **Messaging and Content Strategy:** Analyzed existing content and messaging strategies to align with ICP pain points for full funnel marketing campaigns; Partnered with content and design teams.
- **Customer Journey:** Strong understanding in best practices to effectively move leads through the funnel.



Marketing KPIs, Operations, and Analytics

- **Pipeline:** Generated 3,896 MIs, 3,332 MQLs and 58 new opportunities over an 18-month period.
- **AI, Data, & Automation:** Evaluated MAP, CRM, and BI metrics to analyze and optimize campaigns; used Anyword (AI tool) for copywriting of social media posts and emails to save in outsourcing of copywriting fees.
- **Campaign Analytics:** Reviewed and pivoted on campaign performance indicators including clicks, view-through rates, conversions, cost per opportunity, ROI, and pipeline; Examined MAP email performance reports (opens, click through rates) to optimize email nurture engagement programs.
- **Cybersecurity-Themed Campaign:** Created and managed a full funnel, multi-channel ABM marketing campaign that produced 580 marketing inquiries, 379 marketing qualified leads, and 4 opportunities for the business.
- **Marketing Operations:** Expert at strategizing, developing, and problem-solving marketing tech integrations.
- **Technologies:** Marketo, Salesforce, 6Sense, Google Suite, Microsoft Office, Miro, Slack, Monday.com, Knak, Uberflip, Drift, LinkedIn Campaign Manager, Domo.



Leadership and Collaboration

- **Cross-functional collaboration:** Partnered with cross-functional teams including sales, product marketing, and channel partners, strategizing, planning, executing and conducting postmortem for 50+ marketing events.
- **Entrepreneurial Mindset:** Has an MBA, developed marketing for a family-owned business, and always looks for the business value that marketing contributes.
- **Website Relaunch:** Led the revamp and relaunch of company website, improving UX and brand visibility.
- **Internal Communications:** Led internal communication for corporate user conference of 300+ employees.

- **Financials:** Managed budgets up to \$100K.
- **Leadership Style:** Democratic and charismatic style, managing 6 direct reports on a marketing team.
- **Awards:** Washington State University - Katie Knapp Whitworth Estate Scholarship, Edward Bannister Advertising Scholarship, MBA Program Scholarship, Glenn Terrell Presidential Scholarship, "Pass with Distinction" award for Honor's Thesis; Corporate Leadership Award at Transtector Systems.
- **Industries:** Advertising, publishing, facilities services, electronics manufacturing, infrastructure management software, in Fortune 500 companies and smaller.
- **Clients:** Holland America, Verizon, Siemens, Raytheon, Caltrans, City of Raleigh, City of Milwaukee, TXDOT, USC, UCSD, University of Pennsylvania, Providence, and Inova Health System.

EDUCATION & CERTIFICATION

Master of Business Administration (MBA) | Washington State University

B.A. in Communication/Advertising | Washington State University

Marketo Engage Certified Professional | Adobe Marketing Automation

Fundamentals of Next-Gen Marketing | 6Sense ABM

ABX Certification | DemandBase ABM

PROFESSIONAL EXPERIENCE

Field Marketing Specialist | TRIMBLE | Remote | Aug 2022 – Aug 2024

Trimble specializes in intelligent data and industry solutions for infrastructure.

- **Lead Generation:** Generated 3,896 marketing inquiries, 3,332 marketing qualified leads, and 58 new opportunities over an 18-month period for Trimble's B2B SaaS sector.
- **Marketing/Account Marketing Campaign Strategy:** Developed and managed 29 comprehensive marketing campaigns, including webinars, content syndication, regional user groups, and tradeshows.
- **Marketing Campaigns:** Created and managed marketing campaigns using Marketo, incorporating emails, landing pages, digital display ads, website content, social media, nurture campaigns, webinars, and live events.
- **Certifications:** Earned 6Sense ABM, DemandBase ABX, and Adobe Marketo Engage Certified Professional.
- **Marketing Automation Expert:** Achieved Adobe Marketo Engage Certified Professional designation, enhancing expertise in marketing automation and campaign management.
- **Teams:** Collaborated as a key member of the marketing operations team, streamlining processes and improving campaign efficiency.
- **Multi-Channel Marketing Campaign:** Developed full-funnel, multi-channel cybersecurity-themed ABM campaign; produced 580 lead opportunities, 379 qualified leads, and 4 opportunities to create \$76k in pipeline.
- **Other Marketing Results:** Managed a rebroadcast webinar that resulted in 3 opportunities.

Non-Profit & For-Profit Marketing Consulting | Oct 2007 – Aug 2022

- **Overview:** Consulted and provided marketing efforts for multiple small non-profits (some volunteer).
- **Testing Lab:** Led marketing efforts for Plaiendoor (family business) including customer acquisition, branding, and market research; Grew into a \$1.5 million annual business with few competitors.
- **Chair/Assistant Chair** | Mead School District Citizen's Advisory Committee (2019 to 2022), www.yes4mead.com
- **Founder & Race Director** | Created Dan's Turkey Trot and led event logistics, registrations, sponsorships, website, social media marketing, etc.; led event of 400-500 (2016 to 2023), www.dansturkeytrot.com
- **President** | Midway Elementary PTO (2017 to 2019)
- **Volunteer/Funding Development Board/Marketing Coordinator** | Vanessa Behan Crisis Nursery (2008 to 2009)
- **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

Marketing Manager <- Business Development Analyst | TRANSTECTOR | Hayden, ID | Jan 2003 – Oct 2007

- **Communications Management:** Directed the management of three company websites, approximately 50 trade shows annually, public relations efforts, sales enablement, corporate and product literature, product launch activities, trade advertising, email marketing, market research, graphics, and digital marketing.



- **Website Relaunch:** Led the revamp and relaunch of the company website, www.transtector.com, in May 2006 to improve user experience and brand visibility.
- **Leadership Recognition:** Recognized with a Leadership Award in September 2004 for contributions to marketing and corporate initiatives.
- **Public Relations & Content Creation:** Authored 11 press releases.
- **Customer Insights:** Conducted a qualitative market research project involving customer interviews with an external research organization.
- **Corporate Rebranding:** Collaborated on a corporate rebranding project with an outside agency.
- **Co-Branding Strategy:** Managed co-branding efforts during an acquisition by Smiths Group.
- **Technical Thought Leadership:** 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

SKILLS & INDUSTRY KNOWLEDGE

Analytics • Messaging • ICP • Public Relations • Content Strategy • Account Based Marketing (ABM) • Budget Management • Campaigns • Conversions • Marketing Technology CRM • Field Marketing • Communication • Marketing Automation • Demand Generation • Channel Partners • Events • Customer Engagement • Customer Experience • Forecasting • Integrated Marketing • Marketing Operations • Investment Decisions • Lead Generation • Buyer's Journey • Marketing Plans • Marketing Programs • Project Management • ROI • Sales Goals • Sales Organization • Results-oriented • ROI • Reporting • Innovation • Data • Growth • Metrics • Presentations • Revenue Optimization • Target Accounts • Webinars • Product Launch • Brand Management

