



LIZ IVEY

*Growth, Lifecycle and Product Marketing
Consultant & Freelance*

CONTACT

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EDUCATION

BACHELOR OF ARTS, MASS COMMUNICATIONS

Texas State University
Magna Cum Laude

TOOLS

Salesforce
Marketo
Google Suite
Microsoft Office Suite
Bizible
Monday
Jira
Trello
Confluence
Wordpress
Keynote
Slack
Zoom
VWO
Optimizely

ABOUT

A proven leader of B2B2C Marketing using years of expertise to implement successful growth strategies and help businesses succeed. Highly skilled at getting to the core of problems, focusing on the customer and personalizing their journey, while setting and achieving realistic timelines.

AREAS OF EXPERTISE

Go-to-market research and strategy
Acquisition marketing
Digital marketing
Email automation
Content strategy
Analysis

Product marketing
Lifecycle marketing
Conversion testing
Email deliverability
User journeys
SEO

EXPERIENCE

GROWTH, EMAIL & PRODUCT MARKETER / CONSULTANT

Freelance | 2011 - CURRENT

- Solve marketing challenges for clients in various industries.
- Highly knowledgeable of CRM, operations, and applications to identify and track customer journeys.
- Adept at creating scalable marketing processes and campaigns that focus around the user experience and lifecycle.
- Adhere to Sprint cycles, aligning with product managers, and identifying ways to improve the user experience.
- Hands-on approach to understand each business, and marketing strategy as a whole for consideration of GTM campaigns, systems, and reporting to move the needle.

SYSCO, LABS AND CAKE

Director of Marketing | 2016 - 2019

- Led product marketing team to establish a GTM and brand strategy for market adoption of new technology application that resulted in ~40K app installs in 4 months and generated over \$18M in online orders within 3 months.
- Developed and iterated strategy while managing a partially remote team to deliver 20% of gross new revenue, over \$1.2M, and increased leads by 77%.
- Managed \$1.6M budget, identified reporting gaps, and implemented a multi-touch attribution model to contribute \$1.5M of additional revenue.



EXPERIENCE

- Oversaw email marketing and automation for all segments to efficiently deploy targeted campaigns and deliver ~\$27K in new MRR and partner revenue share.
- Spearheaded email platform migration in 2 months to track user revenue and reduced department expenditures by \$37K.
- Resolved poor email deliverability by working with IT, consultants, and 3rd-party tools to reach a consistent 99% deliverability and reputation score.

- Focused on growth, partner co-marketing, and brand awareness through website optimization, paid advertising, social media, custom marketing materials, and events.
- Migrated company website to a new content management system in 6 weeks to create an on-brand experience.

- Enriched market strategies, branding, positioning, and messaging to drive awareness and demand generation for industry-leading big data solutions through website management, social media, trade shows, speaker opportunities, events, and SEO/SEM.
- Established and cultivated partner relations that enhanced business development and lead referral.

INTERESTS

- Meals on Wheels
- Caritas of Austin
- Life group
- Rock climbing
- Yoga
- Racing
- Motorcycles
- Surfing
- Dog training
- Home renovation