





# VIRGINIA BUSH

## Top Performing Global B2B SAAS Marketing and Communications Professional

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### SUMMARY

A top performing, global marketing and communications results-oriented professional with 15+ years' experience. A B2B SaaS, AI / ML, FinTech, wireless technology, and innovation industry background; an entrepreneurial spirit, startup stealth success strategy with a strong digital playground portfolio. Interested in an executive leadership and hands-on marketing role (a doer and visionary) where I can lead, develop, and scale the product and growth success from all marketing channels. I have a passion for and thrive on developing innovative, engaging, and customer-centric content strategies.

- 15+ years global SaaS marketing, product development, sales — **driving revenue** with **40% of new business** from digital marketing strategies; digital, cloud-based products and services across multiple verticals, working closely with engineering and product development.
- **Excellence in remote work** (WFH / work from home) — **9+ years' experience** executing, managing, and executive leadership collaborative success both nationally and **globally**.
- Digital-savvy market growth and product leader delivering leading go-to-market strategy with a focus on acquisition marketing.
- Managing product-led **double-digit growth** and transformation — aligning marketing, product & sales.
- Development and execution of MQL lead gen programs and practices, companywide, increasing **lead gen** by more than **3,000%** and **client growth** by **2,300%** — in a three-year time span.
- Hands-on marketing operational experience inclusive of web design, content writing, creative design, research, analytics, CRM systems, digital and print advertising, email marketing, etc.
- **HubSpot Champion** — excel business growth with vast CRM experience, generating revenue growth with a blend of marketing automation tactics, focusing on MQL tactics (**HubSpot, Marketo, Salesforce, SurveyMonkey, ConstantContact...**).
- **Social media trail blazer** — exponential reach and engagement growth capturing ROI.
- Industry experience including Innovation, SaaS, Academia, CPG, Aviation, Bio Pharma, Food & Beverage, Health, Biotechnology, Automotive, Real Estate, Research & Development, Chemical, Fintech, Media, and Energy.
- Direct interface with C-Suite and Director level contacts within strategic enterprise clients, prospects, investors, board of directors and partners.
- Excellence in SEM / SEO — **100%** first page **ranking**.
- A recognized role model for **collaboration**, leadership, and overall business results with a passion for mentoring and coaching talent.
- A **doer**; a strategic thinker; and a leader.
- A **storyteller**. There's a story in everything a business does and a way to tell it.

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### WORK EXPERIENCE

GoDocs — Irvine, CA

1/22 – Present

*Automation leader in Commercial Loan Document Generation*

#### VP OF MARKETING

In this high-energy, results-driven marketing leader role, I craft innovative and targeted marketing strategies that drive growth and change in the commercial lending market. My unwavering commitment to excellence and passion for marketing power my ability to create a thriving marketing ecosystem, foster strong collaborations, and cultivate a high-output team. With extensive experience in SaaS companies and expertise in Fintech and Real Estate, my well-rounded background propels GoDocs to new heights in leveraging cutting-edge legal technology for automating loan closing documents.

### **Career Highlights**

- Stimulated quarterly growth of MQLs and SQLs by 460%
- Orchestrated captivating cross-channel campaigns, boosting audience engagement by 350%
- Crafted groundbreaking content strategies for products, services, and campaigns
- Pioneered competitive strategies
- Spearheaded SEO-based content strategy, elevating organic rankings and increasing site traffic by 660%
- Seamlessly integrate winning strategies within the company's content ecosystem across all channels
- Composed actionable, data-informed content plans, aligning marketing objectives with company goals
- Engineered the organization's HubSpot automation framework, empowering sales, marketing, and executive automation and reporting needs
  - Crafted a robust, streamlined framework for seamless cross-functional synergy
  - Ignited data-driven decision-making through real-time, tailored executive reporting
  - Revolutionized CRM experiences, catapulting efficiency, and connectivity across teams

### **Uptime Solutions — Jacksonville, FL**

12/20 – 1/21

*Wireless Condition Monitoring Solutions with Predictive Maintenance Cloud-Based Software Technology*

#### **DIRECTOR OF MARKETING**

Key member of the executive team developing global B2B marketing strategies for enterprise-level, Fortune 1000 industrial businesses. Responsible for strategic IIoT marketing strategies, digital technology leadership, company evangelist with a strong focus on IIoT, working to bridge the innovation gap between industrial enterprises and emerging technology. Developing the next generation marketing strategy within the IIoT space for wireless sensor technology and innovative automation, data analysis and powerful AI/ML analytics.

### **Career Highlights**

- Development and execution of MQL lead gen programs and practices, companywide to improve and ensure the top-of-the-funnel is flowing generously and contains highly qualified leads.
- Implementing account-based marketing strategies for major players in the industrial manufacturing and logistics space, including Fortune 1000 accounts within food and beverage, pulp & paper, telecom, mining, packaging, supply chain, pharma and healthcare, and logistics and distribution.
- Developing company-wide branding strategy.
- Developing the company's digital footprint through digital marketing channels, including SEM and SEO strategies with great success, first-page ranking for several key terms; outranking major competitors with first-page ranking.
- Managing and developing sales materials, including product brochures, spec sheets, website product pages, capabilities decks and more.
- Driving significant pipeline growth with a strong impact on new business from digital marketing strategies; digital, cloud-based products and services across multiple verticals.
- Design and development of the proposal management process, including initiating the proposal library, developing project team qualifications process and more.

### **Ezassi, Inc. — Ponte Vedra, FL**

10/15 – 9/19

*Innovation, idea management, technology scouting SaaS technology and solutions startup company.*

#### **VP OF MARKETING • HEAD OF PRODUCT DEVELOPMENT EXPERIENCES • SR. EXECUTIVE TEAM MEMBER**

Key member of the executive team developing global B2B marketing strategies for enterprise-level technology scouting and ideation management software – SaaS subscriptions and emerging technology big data services. Rebranding the business to build revenue and develop acquisition strategies and spearheading brand awareness, digital marketing, public and media relations, sales development, and operational initiatives. Management of remote team, partners, and vendors. Brand, market, product development and investor / board of director key composer and executive.

### **Career Highlights**

- Managed and led a team of four (4) remote staff and agency vendor management.
- Development and execution of MQL lead gen programs and practices, companywide, increasing lead gen by more than 3,000% and client growth by 2,300% — in a three-year time span.

- Drove significant revenue growth with 40% of new business from digital marketing strategies; digital, cloud-based products and services across multiple verticals.
- Put Ezassi on the digital map with excellence in SEO results with first-page ranking (often position 1, 2 or 3) for key terms through content marketing/SEO tactics.
- Partner relationship management, including integrating a 3<sup>rd</sup> party software to elevate the company's offering and expanding exponential growth with the integration — including working with global software development teams.
- Managing product-led double-digit growth and transformation — aligning marketing, product & sales; globally and nationally.
- Responsible for developing quarterly investor relations presentations including sales and marketing analysis and reporting, as well as financial reporting; attended quarterly investor meetings.
- Executed extensive design and writing components for all types of print and digital marketing campaigns.

## **Bel Air Marketing — Bel Air, MD**

9/08 – Present

*Innovative marketing agency with a focus on leading and executing marketing for multiple clients.*

### **PRESIDENT, HEAD OF STRATEGIC MARKETING**

Providing strategic and comprehensive consulting to Bel Air Marketing and their clients, small to medium sized businesses; developing all aspects of traditional and digital marketing. Traditional marketing initiatives include direct mail, event planning, department management, reporting and analysis, copywriting, creative design and development, media relations; digital marketing initiatives include SEO, SMM, PPC, media relations, social media marketing, email marketing, web site optimization, web content management, and online advertising. Developed strategic marketing plans, implemented all moving parts and remote management of the internal marketing team.

### **Career Highlights**

- Revamped/redesign of client website with lead gen in mind; implementing gated content download strategies to build lead gen.
- Development of investor relations material.
- Led and executed components of webinar marketing events for lead gen.
- Director of Marketing role for Celebree Learning Centers and Web Ad.vantage (an online marketing company specializing in SEO, PPC and online advertising for Fortune 500 companies), managing the marketing team and other vendors.
- Spearheaded, produced and executed a first-ever online competition with over 200 attendees, 12 contestants and 6 panelists to generate leads for Redeem, a SaaS technology and solutions startup in the tourism and experiences industry.
- Management and execution of the client's digital marketing programs including email marketing, PR and content marketing and social programs; responsible for growing Redeem's digital marketing lead gen (MQL/SQL) by 830% in one year.
- Executed extensive design and writing components for all types of print and digital marketing campaigns.

## **Celebree Learning Centers — Bel Air, MD**

5/05 – 9/08

*Premier provider of preschool and child-care services with more than 20 regional locations.*

### **DIRECTOR OF MARKETING**

Leading, directing, implementing, and managing the organization's overall marketing and strategic planning programs and strategies, double-digit lead gen and enrollment growth. Development of the annual marketing plan and the implementation of all initiatives and tasks including tracking and reporting analysis. Responsible for generating leads and driving traffic to the 19 educational institutions in seven (7) counties. Marketing campaign and strategic launch of four (4) new locations.

### **Career Highlights**

- Total redesign of the company website; implementing targeted SEO tactics for each school's local location as well as corporate industry presence.
- Through digital marketing and traditional marketing strategies, grew B2C lead gen by more than 2,400%.
- Management and hands-on execution of marketing strategies and tactics of four (4) new locations.
- Responsible for spearheading the digital marketing, event marketing and traditional advertising strategy to ensure each new location reached a 49% enrollment goal by Grand Opening date.
- Executed extensive design and writing components for all types of print and digital marketing campaigns.
- Led and managed marketing activities and marketing teams for more than 20 regional locations.

**EMG (Environmental Management Group) — Hunt Valley, MD**

4/01 – 5/05

*High-value provider of real estate due diligence and technology in the architectural and environmental engineering space.***MARKETING & COMMUNICATIONS DIRECTOR**

Responsible for the annual marketing and communications plan and budget. Management of an amazing team of marketers, proposal development specialists and agencies/vendors. Managed the department budget and developed plans/campaigns for media relations, customer relations, proposal development, internal communications and digital marketing (email, social, website, blog). Initiated programming and built brand assets over multi-disciplinary channels. Development of B2B win themes and strategy.

**Career Highlights**

- Managed an exceptional team of nine (9), made up of marketing and proposal development professionals.
- Vendor relationship and agency management for online marketing and advertising programs with a focus on brand recognition.
- Rebuild and redesign of the company's website.
- Executed extensive design and writing components for all types of print and digital marketing campaigns.
- Increased proposal win rate by 40% through process improvement, evaluation strategy and development of a structured content library.
- Exceeded sales revenue goals by 18% and lead generation by 42%.
- Minimized CPL by more than 50%, primarily through SEM strategies and tactics.
- Spearheaded marketing strategies for successful acquisition buyout.

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**SKILLS**

Excellent Communicator • Highly Organized • Self-Manager • Problem-Solver • Remote Work Experience • Time-Consciousness • Proactive • Tech Savvy • Motivated • Solution Marketing/Selling/Professional Services • Process Improvement • Startup Growth and Strategy • Staff Management, Coaching & Development • Scale for Acquisition • B2B/B2C Sales & Marketing

Search Engine Marketing (SEM) • Search Engine Optimization (SEO) • SaaS Technology • Digital Marketing • Reporting & Analytics • Video Conferencing Tools (Zoom, G2M, Google Meet) • Communication/Collaboration Tools (Basecamp, Slack, Google Hangouts) • Content Marketing • Social Media Marketing • Suite of Adobe Products • Microsoft Office 365 • MS Project • CRM / Marketing Automation Systems (HubSpot, Marketo, Salesforce, SurveyMonkey, ConstantContact, MailChimp, Heap)

**AFFILIATIONS AND ASSOCIATIONS**

American Marketing Association Member • Marketing Profs Member • HubSpot Certified Marketer • Marketing and Innovation in the Chemical Industry • Innovation and Entrepreneurship Network • Marketing Executive Network • International Association of Digital Marketing Professionals (IADMP) • Disruptor League • Innovation Research Interchange • Mobile Marketing & Advertising • Front End of Innovation • Innovation Excellence • Advertising & Marketing Industry Professionals • CMO Executive Network • Online Marketing Network • Software & Technology Professionals

**EDUCATION**

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|--|---|--|
| ▪ <b>HubSpot</b><br>Content Marketing<br>Email Marketing<br>Inbound Marketing+ | ▪ <b>University of Delaware</b><br>Digital Design                                 | ▪ <b>Miller Heiman</b><br>Strategic Selling                      |
| ▪ <b>Dale Carnegie</b><br>Leadership Training for Managers                     | ▪ <b>University of Phoenix</b><br>BS. Business Administration,<br>Marketing Focus | ▪ <b>Harford Community College</b><br>AS Business Administration |