

Rebecca Hirschfield

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Summary

Confident professional with over 25 years in multiple marketing disciplines, including: strategy, product marketing, marketing communications, digital marketing, and content marketing. Expertise with branding, messaging, campaign execution, and event management. Hands-on experience with inbound and outbound marketing techniques, marketing automation platforms, thought leadership, SEO, and marketing metrics. Ability to distill complex technical information into a coherent and powerful piece of content that conveys business value. Highly-regarded team member and manager.

Employment

Global Learning Systems – a provider of cyber security training for businesses and their employees

Director of Marketing (July 2018 – present)

- Spearheaded the creation and adoption of a new brand identity, replacing a dated logo with a vibrant, modern one; rebranded all collateral, letterhead, business cards, trade show graphics, document and presentation templates and more
- Redesigned an outdated and technically-challenged website to reflect the new brand and utilize a WordPress back end for easy maintenance; rewrote all the main pages and created a product catalog with course listings where none previously existed
- Developed key messages for the company with input from other members of the leadership team and Gartner analysts
- Used BrightEdge SEO platform to research and assign over 700 keywords, perform keyword competitive analysis and optimize pages; moved keywords up nearly 100 positions per month and dramatically increased page 1 rankings
- Introduced a marketing analytics dashboard using Google Data Studio to visualize key metrics across systems and within Google Analytics
- Created a client newsletter delivery platform using WordPress that enabled over 150 clients to receive a customized quarterly publication while streamlining a previously time-consuming process
- Strategized, planned, created, and executed email campaigns within Act-On while overcoming significant difficulty around the integration with SugarCRM; steadily increased open and click rates with the use of A/B testing
- Secured 3 best product awards from Cyber Defense Magazine
- Was instrumental in the launch of a key training product, including sales enablement, proposal text, and content
- Closely managed one FTE marketing coordinator and provided guidance and quality control for her work

Secure Anchor Consulting – a consulting firm providing cyber security solutions, founded by Dr. Eric Cole

Director of Marketing (July 2017 -July 2018)

- Led and executed all marketing and lead generation initiatives for this small, growing consultancy, including email campaigns, social media, online and live events
- Introduced an expanded brand identity based on existing logo across online and offline collateral
- Used Pardot marketing automation system for broadcast and nurture emails; then led the transition to InfusionSoft
- Provided extensive support for the release of Dr. Cole's book, *Online Danger: How to Protect Yourself and Your Loved Ones from the Evil Side of the Internet*, including building a website; working with book marketing firms, publicists, and the publisher; writing an abstract and media sheet; and conducting promotional campaigns
- Worked closely with sales and delivery staff to structure service offerings and craft messaging
- Wrote posts for both Secure Anchor and Online Danger blogs
- Ghost-wrote an article on insider threat for Dr. Cole published online by Harvard Business Review

3D Results – a strategic consulting and implementation service provider for SAP SuccessFactors

Director of Marketing (January 2015 – April 2017)

- Established the marketing function and operations
- Implemented HubSpot marketing automation platform for email marketing, social media publishing, and campaign management via interaction with Salesforce.com

- Implemented a thought leadership program consisting of monthly webinars, “Ask the Experts” live forums, blogging, and Tweeting where none previously existed – produced 20 online events in 2016 that averaged 100 attendees
- Oversaw complete website overhaul to modern look and feel using WordPress
- Led rebranding effort with new templates and standards for documents and presentations
- Authored and updated over 40 collateral pieces in 2016
- Managed the most successful showing of the company at industry tradeshow SuccessConnect in 2015, and managed event personnel for our participation in other notable shows
- Worked collaboratively with practice leaders on strategic marketing initiatives, product launches, brochures, case studies, and other content development
- Developed and promoted key messages for the company and for various product offerings geared toward target audiences
- Supervised the development of monthly newsletters to SAP channel and customers/prospects, resulting in increased visibility of the firm, particularly with SAP sales and account representatives
- Introduced the use of SmartSheet as a project management tool for the marketing team that was subsequently adopted by the company for use with clients
- Overhauled, edited, and formatted a massive statement of work document used in all deals
- Implemented regular communication between the practices and sales team via enablement and training calls
- Managed a team of two junior marketers, providing supervision, review, and mentoring
- Worked with partner counterparts on joint marketing activities and lead generation campaigns
- Managed the marketing budget, expense tracking, and outside vendor contracts

Meridian Knowledge Solutions – provider of a SaaS-based learning management system (LMS)

Director of Marketing (March 2013 – August 2014)

- Provided strategic direction for marketing initiatives, including webinars, surveys, tradeshow and emails; utilized Marketo to execute campaigns
- Developed key messages for different market segments and ensured those messages were adopted across the company
- Led product marketing and launch efforts with a cross-functional team to define and deliver launch materials and train client-facing staff
- Served on management committee charged with undertaking high-level company initiatives, operations, and staff compensation/evaluation
- Led initiative to rebrand the company with a new logo, tagline, messaging, and website; enforced the brand with style guides and templates
- Supervised marketing manager and mentored interns in a range of lead generation, event logistics, and content generation activities
- Authored numerous white papers, blog posts, and brochures; produced keyword-rich website content that boosted site SEO ranking
- Managed efforts of professional public relations person with regard to press releases, award submissions, editorial placements, and other media outreach
- Managed key relationships with marketing service vendors; managed marketing budget, tracked expenses to budget and provided business cases for spend requests

Previous Positions

- **Amber Road** – *Product Marketing Manager (Mar 2011 – Feb 2013)*, principal author of marketing content for lead generation campaigns, bylined articles, and website copy; led rebranding effort for company name change
- **KnowledgeTree** – *Director of Marketing (Dec 2009 – Feb 2011)*, strategic marketing planning as company transitioned from open source to SaaS product; managed PR firm to build thought leadership
- **Independent Consultant (Jan 2009 – Dec 2009)**, as an independent consultant, provided services in product marketing, content creation, public relations, and messaging to several organizations
- **rPath, Inc. Product Marketing Manager (Jul 2006 – Jan 2009)**, planned, strategized, and executed product launch activities; created positioning and messaging platforms; authored thought leadership content; performed “voice of the customer” interviews
- **Peopleclick Product Marketing Manager (Mar 2004 – Jul 2006)**, led product launch efforts for recruiting and affirmative action applications; developed content; conducted market research

Education & Certification

- The Johns Hopkins University, Baltimore, MD: Master of Business Administration
- The Johns Hopkins University, Baltimore, MD: Bachelor of Arts in Natural Science
- Pragmatic Marketing Training
 - Practical Product Management, 2002
 - Effective Product Marketing, 2008
 - Product Launch Essentials, 2009
- HubSpot Inbound Marketing certification 2017
- BrightEdge SEO platform certification 2018

Strengths

- Critical thinking and analysis
- Exceptional and concise oral & written communication
- Delivers on time and within budget
- Balances multiple priorities and deadlines
- Interacts across all organizational levels
- Enjoys mentoring and developing junior staff
- Manages outside vendors and agencies
- Emphasizes collaboration and inclusion
- Leads cross-functional teams

Concepts

- SaaS/aaS/PaaS and cloud computing
- Human capital/talent management
- Learning management
- Data analytics
- Document management
- Verticals including retail, healthcare, oil & gas, telecom and more
- Cyber security
- Change management
- Hosting and managed services
- Enterprise software implementation

Technologies

- Power user of Microsoft Word, PowerPoint and Outlook; proficient with Excel
- HubSpot, Marketo, Pardot, InfusionSoft, Act-On, SugarCRM and Salesforce.com for sales & marketing automation
- SmartSheet
- Twitter, LinkedIn, and Facebook
- BrightEdge SEO platform
- Google Analytics, Data Studio and Tag Manager
- WordPress
- Go to Webinar/WebEx
- Equally comfortable on PC and Mac
- ScreenFlow video editor
- Jira, Zendesk and other issue management systems

Writing samples and list of publications available at www.rebeccah.com