



NICOLE BLOUT

GROWTH MARKETING | DEMAND GENERATION | ABM

7725 Allen Black Rd., Charlotte, NC, USA | nblout@me.com | +1 619 889 1408 | https://marketing.nikkeblout.com

CONTACT

- +1 619 889 1408
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- 7725 Allen Black Rd.
Charlotte, NC 28227 USA

TECHNICAL SKILLS

- ABM | ABX Platforms
- Salesforce CRM
- HubSpot MAP
- 6Sense Intent Data | Predictive Modeling
- Wordpress CMS | HubSpot CMS
- Google Ads | Google Analytics | GSC
- SEMrush SEO & Keywords Platform
- MS Office Proficiency | Sharepoint

EDUCATION

San Diego State University

B.S. International Business & Marketing
Major in Business and Minor in German

University of Tübingen, Germany

B.A. German & European Studies
Full-Year Study Abroad Program

LANGUAGES

- English
- German
- Spanish

PROFILE

Hi! I'm Nicole (aka Nikke), and I have been fortunate to work in some of the most prestigious global agencies and corporations, such as Ogilvy Worldwide, Weber-Shandwick, T-Systems (Deutsche Telekom), Symantec, the Adam Hall Group, Agiloft, and SirionLabs. As a seasoned bi-lingual professional, I specialize in B2B demand generation, digital marketing, and ABM.

I've had the privilege of leading world-class teams and working on exciting projects that have helped me develop my skills and passion for marketing. I'm excited to continue this journey and take on new challenges to grow even further. I'm seeking new opportunities to become an integral GTM team player and help orchestrate and drive more predictable revenue growth with account-based marketing using metrics that matter and a customer-led tech stack built on insights, big data and AI aimed at today's digitally empowered buyers.

PROFESSIONAL EXPERIENCE

Global Director of Demand Generation

SirionLabs March 2022-March 2023

Discover Smarter Contracting

- Managed a \$2M budget, planning and orchestrating next-generation account-based marketing strategies and tactics to drive leads and opportunities for GTM teams.
- Worked cross-functionally to drive target account journey from in-market to MQA to opportunity against ICP, segments, personas, buyer stages and message mapping.
- Cross-functionally collaborated with stakeholders to design, launch, orchestrate integrated, multi-channel ABX campaigns utilizing SEO, SEM/paid search, PPC/paid social, display ads, content marketing/content experiences, email, webinars, events, review sites, content syndication, website and landing pages, chat, direct mail, etc.
- Increased lead-to-opportunity stage conversion rate from 8% to 15% by analyzing messaging and content gaps in the buyer's journey (top, mid, bottom funnel) and by
- Working closely with Marketing Ops, Rev Ops, SDRs analyzing account signals and intent data to unveil new segments and campaigns to increase pipeline velocity.
- Implemented necessary tools, assets, content and programs in collaboration with product marketing, brand/content, creative services, and SDRs/BDRs and sales.
- Led a team of digital marketing and field marketers with creative, content and ops teams to generate 1k+ MQLs/month with integrated campaigns (paid, owned, earned) driving global demand generation for B2B SaaS co. in CLM and AI space.
- Partnered with strategic industry associations, affiliate networks and influencers to amplify brand recognition, trust building, traffic from ICP accounts, and meetings.

Growth Marketing, Demand Generation & Digital Consultant

MINDVIBZ® Growth Marketing 2020-2022

Grow Better

- Full-service growth marketing consultancy and HubSpot solutions partner for technology, SaaS, manufacturing and e-commerce companies.
- Harnessed decades of combined team experience across diverse disciplines of marketing and sales to support business leaders and their teams with gaining stronger positioning, greater brand leverage, increased website traffic, conversion rate optimization, digital marketing campaigns, performance tracking and reporting.
- Executed integrated marketing programs and campaigns working with content and creative teams and digital marketing experts in the areas of paid media (Google Ads, LinkedIn Ads, Facebook Ads, Display Ads), SEO, website conversion rate optimization, blogs and long-form content, landing pages, email marketing.
- Created brand & messaging matrices and designed webpages for B2B SaaS clients.
- Implemented CRM and marketing automation technology platforms with onboarding and training for B2B technology and e-commerce clients.



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CERTIFICATIONS

- 6Sense Next-Gen ABM Marketing & ABX Orchestration Certification
- HubSpot Marketing Software Certification
- HubSpot Inbound Marketing Certification
- Google Analytics Certification
- Google Adwords Certification
- SEMrush SEO Certification
- Product Marketing Certification
- Digital Marketing Strategy Certification
- Project Management Professional (PMP)
- Business German Fluency Certification

REFERENCES

Hiro Notaney, CMO, SirionLabs

- +1 408 394 6930
- hnotaney@gmail.com

Lisa Clontz, Strategic Alliances, HCL Tech

- +1 619 807 7584
- lisaclontz@me.com

PROFESSIONAL EXPERIENCE (CON'T)

Global Marketing Director | Head of Marketing

Adam Hall Group 2015-2020

Life Is Live

- Responsible for the planning, budgeting and steering of the corporate brand and communications, and for developing and managing strategic marketing initiatives across six sub-brands (B2B and B2C) for German event technology manufacturer.
- Leadership of a 24-member global marketing team (in German) in three units ("Product/Creative" + "Brand/Comms/Content" + "Digital/MarTech") ensuring strategies, structures, systems and operations were developed, aligned, managed.
- Responsible for strategic marketing programs, including demand generation, brand management, paid media, SEO, social, PR, multichannel campaigns, events, direct mail, website/e-commerce platform redesign & relaunch.
- Significantly grew company revenue from \$65M to \$120M within a four-year span.
- Promoted brand ambassadorship and consistent brand experiences globally via working closely with Product Mgt., Engineering, Business Development, Sales Teams. Initiated and implemented a global brand governance program.
- Fostered prosperous relationships with the media, analysts and influencers.
- Worked closely with the CEO to drive positioning & messaging in interviews with the media and analysts, and developed presentations and booked speaking ops.
- Worked closely with product management to identify market opportunities and define product marketing strategies.

Global Account Director

PC Brand Communications 2013-2015

Connecting Brands with People

- Overall leadership and P&L responsibility of brand marketing efforts for agency's key accounts in the field of B2B, Technology, Healthcare and Life Sciences.
- Directed account team of four along with operational support staff in creative and digital departments.
- Generated more than €1.1 million in annual revenue, 44% of agency's achieved €2.5 million annual goal.
- Liaised with clients, partner agencies and vendors globally directing projects in remote parts of world.
- Projects included creative lead-generation marketing campaigns, website UX, mobile apps, digital sales aids, video content and traffic-driving event branding strategies at client symposiums and international trade shows.

Digital Marketing & Branding Consultant

BLOUT Brand Communications & Digital Marketing 2009-2013

B.randing, L.eadGen, O.ptimization, U.ptrends, T.echnology

- Consulting startup and SMB companies and agencies with revenue-driven modern marketing strategies, systems and processes.
- Projects include brand development, go-to-market plans, digital marketing, sales funnel analysis, CRM implementation, web design, promotional videos & media.
- Clients in the fields of IT, Telecoms, SaaS, Medical Devices, Consumer Electronics.



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EXPERTISE

- Digital Strategy
- Team Leadership
- Budgeting
- Positioning & Storytelling
- Brand Building
- Integrated Campaigns, Funnel Marketing
- Segmenting, Targeting & Personalization
- Marketing Technology Stacks
- Performance Tracking
- Sales Enablement & Revenue Intelligence
- CRO Conversion Rate Optimization
- Creative Direction & Copywriting
- MS Office Apps: Powerpoint, Excel, Word
- Project Management Ninja
- Digital Marketing Channel Strategy
 - PPC, SEM, SEO, Content, Email, Webinars, PR, Social, YouTube

HOBBIES

- Cycling & Swimming
- Architecture & Design
- Music & Performing Arts
- Technology & Green Innovation
- Great Outdoors & Dog Walks

PROFESSIONAL EXPERIENCE (CON'T)

Senior Global Brand Manager

T-Systems | Deutsche Telekom 2002-2009

Powering Higher Performance | Life Is for Sharing

- Responsible for shaping the brand of Deutsche Telekom's B2B business customer technology unit, T-Systems, through developing and managing the company's brand, developing and implementing a CI/CD and company-wide brand-ambassador program, and steering localization programs to ensure a unified image among 32,000+ employees nationally and worldwide.

Senior Account Manager

Ogilvy Public Relations Worldwide Agency | WPP Group 2000-2002

360 Degrees of Influence

- Managed PR and branding efforts on technology accounts via creating and delivering strategic recommendations to clients for increasing visibility and collaborating with internal agency practice groups in the areas of marketing, technology policy, executive visibility and media/analyst relations.

PR & Media Relations Manager

Weber Shandwick Global Agency | Interpublic Group 1998-2000

Creating Awareness and Changing the Way People Think

- Developed and implemented reputation-management programs, including influencer media and analyst outreach plans for consumer electronics, interactive television, streaming media and e-commerce accounts including, Alpine Electronics, Pioneer New Media, OpenTV and iBeam Broadcasting.

Marketing Communications Manager

Symantec Software 1996-1998

Leading Next-Generation Cyber Security

- Devised and planned marketing communications initiatives including targeting, positioning, marketing plans, collateral, pitches, news releases, media relations and engaging content-creation to elevate company's image, reputation and product recognition in the early Internet marketplace.

Marketing Internship Abroad

TAD Pharmaceuticals

- German-speaking internship assisting the marketing director with CRM data mining, research and user segmentation.
- Supported organization of physician conferences, directory listings and early website and web presence development.



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MY MARKETING TALENT STACK | DIGITAL + BRAND + DEMAND + ABM



ACCOUNT-BASED EXPERIENCES (ABX) | NEXT-GEN DEMAND GENERATION

