

Margaret Hamner

MARKETING PROFESSIONAL

<https://margarethamner.com>

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Experienced marketing professional who leverages modern marketing techniques and strategies based on rich experience in all facets of digital and offline marketing. Specialized experience in Strategy, Digital Marketing, Demand Generation, Product Marketing, Marketing Operations, and Team Leadership.

KEY SKILLS

Communications – Marketing Technology – Email Marketing – Branding
Project Management – Budgeting and Planning – Product Marketing
Content Marketing – Competitive Intelligence – Coaching

PROFESSIONAL EXPERIENCE

HEAD OF MARKETING (Director)

Sep 2022 – Present

SupplyShift, Santa Cruz, CA (Remote)

Rebuilt marketing department for a platform that empowers companies to improve supply chain. Managing marketing strategy and all online and off-line marketing activities, including email, social, website, sales collateral, and events.

- Planned, branded, and managed a new virtual event that included 13 sessions on sustainability over the course of 3 weeks and drew over 4,000 registrations.
- Managed company brand update, including new website.
- Managed launch of social media cadence including 4 to 6 posts per week.
- Developed, implemented, and managed new “content machine” to produce regular blog posts, ebooks, and other knowledge content.

HEAD OF MARKETING (CMO)

Jan 2021 – Jun 2022

MountainSeed, Atlanta, GA

Planned, built, and managed a new Marketing department for a growing commercial real estate services company.

- Developed the company's first marketing strategy, including customer personas, journey maps, and demand generation planning for each line of business.
- Established, hired, trained, and managed all roles in the fledgling 8-person marketing department, including demand generation, product marketing, integrated marketing, brand, and content functions.
- Managed full brand refresh, including developing an internal brand standards site, developing and implementing a communications style and tone guide, and launching a new company website.
- Managed selection and implementation of new marketing automation system, migrating business from Pardot to HubSpot.

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HEAD OF EMAIL MARKETING

Jul 2017 – Feb 2021

Mailchimp, Atlanta, GA

Led all customer and prospect email marketing for marketing automation company.

- Served as subject matter expert for email programs, advising brand and product marketers on development of behavior-driven campaigns, including targeting and segmentation strategies and as email SME for product development.
- Managed a large customer database (~13m contacts), utilizing training and certification in data privacy standards.
- Led a team of experienced email marketing professionals, including recruiting, retaining and developing team members.
- Analyzed program and campaign effectiveness, making changes as needed to maximize results.

DIRECTOR, DEMAND CREATION

Jun 2015 – Jul 2017

Silverpop/IBM, Atlanta, GA

Developed and Implemented multi-touch, integrated demand generation campaigns and programs utilizing both inbound and outbound tactics to drive engagement and conversion of new prospects for Silverpop/IBM Marketing Cloud solutions.

- Responsible for analyzing key marketing automation competitors from a messaging, product, and positioning standpoint.
- Built framework to optimize demand creation process, including predictive and tracking models and comprehensive consolidated North America marketing plan.
- Led team that grew Marketing Inquiries by 111% and Marketing Qualified Leads by 38% over previous years.

GLOBAL MARKETING OPERATIONS MANAGER

Nov 2013 – Jun 2015

NCR, Duluth, GA

Led global Marketing Automation for a multinational technology company.

- Led Eloqua marketing automation team and served as lead system admin.
- Consulted with Division Marketing teams on email marketing campaign strategy, development, and implementation.

SENIOR MANAGER, PARTNER PROGRAMS

May 2011 – Oct 2013

Sage Software, Lawrenceville, GA

Managed Marketing and Operations for Influencer Channels.

PRODUCT MARKETING MANAGER

Jun 2007 – May 2011

Equifax, Atlanta, GA

Developed, managed, and measured multi-channel B2B marketing programs, including email, direct mail, web-based marketing, search engine optimization, and telemarketing.

SERVICE PRODUCT MANAGER

May 2005 – Jan 2007

NCR, Duluth, GA

Responsible for developing and managing pre-paid annuity service products for hardware and software technology for the retail industry.

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SENIOR MARKETING MANAGER

Oct 1998 – May 2005

BellSouth, Atlanta, GA

Responsible for planning and implementing various marketing and strategy projects targeted toward customer acquisition and retention.

SENIOR BUSINESS PLANNER

Aug 1996 – Oct 1998

St Joseph's Health System, Atlanta, GA

Responsible for the development of key service lines and new service initiatives based on analyses of market opportunities and organizational objectives.

EDUCATION

Georgia State University, Atlanta, GA

Master of Business Administration (MBA) | Marketing

University of Georgia, Athens, GA

Bachelor of Arts, Journalism | Public Relations

WORK PORTFOLIO

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