

Margaret Hamner

Marketing Professional

404-374-5813 | marghamner@gmail.com | Suwanee, GA 30024 | <http://margarethamner.com/>

Professional Summary

Experienced marketing leader with expertise in Real Estate, Strategy, Digital Marketing, Demand Generation, Product Marketing, Marketing Operations, and Team Leadership. Proven ability to build and scale marketing functions in both startup and enterprise environments, leveraging digital and offline strategies to drive brand growth, revenue, and customer engagement.

Key Skills

Demand Generation	Digital Marketing	Strategic Marketing
Revenue & Pipeline Growth	Marketing Operations	Brand Management
Team Leadership & Development	Performance Marketing	Expert AI Prompting
Go-to-Market Strategy	Email Marketing & Automation	Competitive Positioning

Professional Experience

VP, Marketing And Business Development

PMI North Atlanta | Remote | Sep 2025 - Present

- Leads marketing and business development to recruit new property owners and strengthen owner and tenant communications. Focus areas include growth campaigns for high-end single-family rentals, clear and consistent communications, and data-driven strategies that expand visibility, attract qualified leads, and support long-term relationships.

Founder & Lead

Mathlete Marketing | Remote | Jan 2025 - Present

- Launched a strategic marketing firm focused on helping startups and small businesses build marketing departments from the ground up. Provide fractional leadership and hands-on execution across digital marketing, demand generation, brand strategy, and marketing operations.

Director, Marketing

SupplyShift, a Sphera Company | Remote | Sep 2022 – Nov 2024

- Developed and executed the **marketing strategy**, including **branding**, **go-to-market (GTM)**, and **demand generation**, to drive growth and market expansion.
- Spearheaded a **company-wide brand refresh and website launch**, enhancing digital presence and positioning.
- Built a scalable **content engine**, leveraging AI for blog, ebook, and thought leadership content creation.
- Led SupplyShift's marketing efforts through its acquisition by Sphera

Margaret Hamner

Chief Marketing Officer (CMO)

MountainSeed | Remote | Jan 2021 – Jun 2022

- Developed and executed the **full marketing strategy**, including **branding, go-to-market (GTM), and demand generation**, to drive revenue growth and market expansion.
- Built and led the **marketing department from the ground up**, establishing scalable processes and hiring an **8-person marketing team**.
- Created MountainSeed's first **comprehensive marketing strategy**, generating **~\$1M in cross-sell and new revenue**.
- Spearheaded a **brand refresh and new website launch**, improving brand visibility and digital presence.
- Developed and launched an **internal communications platform**, improving company-wide engagement and alignment.

Senior Manager, Email Marketing

Mailchimp | Atlanta, GA | Jul 2017 – Jan 2021

- Developed and executed the **email marketing strategy**, including **branding, go-to-market (GTM), and demand generation**, to drive customer engagement and growth.
- Managed **300M+ emails annually** to a **13M+ subscriber database**, achieving **20%-60% open rates**.
- Developed, championed, and launched **Mailchimp's first flagship email newsletter**, creating a central communication channel to strengthen customer relationships.
- Served as **email SME for product development**, advising on **behavior-driven campaigns, audience segmentation, and targeting strategies** in a **Product-Led Growth (PLG)** environment.
- Supervised and developed a **team of experienced email marketers**, optimizing campaign performance and compliance with data privacy standards.

Director, Demand Creation & Competitive Intelligence Lead

Silverpop/IBM | Atlanta, GA | Jun 2015 – Jul 2017

- Developed and executed **demand generation and go-to-market (GTM) strategies**, driving **111% YoY increase in marketing inquiries** and **38% growth in MQLs**.
- Designed and implemented **integrated demand generation programs**, optimizing **lead acquisition and conversion**.
- Led **competitive intelligence initiatives**, providing actionable insights to sales teams to refine positioning and market differentiation.
- Built and optimized **demand creation processes**, leveraging **predictive models and marketing plans** to improve pipeline efficiency.

Global Marketing Operations Manager

NCR | Duluth, GA | Nov 2013 – Jun 2015

- Developed and implemented **global marketing operations strategies**, including **go-to-market (GTM) execution and demand generation**, to optimize campaign effectiveness.
- Led **marketing automation** initiatives, serving as **lead Eloqua administrator** and internal consultant for **email marketing best practices**.
- Overhauled **lead scoring models and web tagging**, increasing **reachable database contacts by 10% YoY** and improving campaign performance.

Margaret Hamner

Earlier Experience

Various Marketing & Product Roles | 1996 – 2011

- Led **partner marketing initiatives** at Sage Software, optimizing co-branded campaigns and enablement programs to strengthen channel sales.
 - Led **multi-channel B2B marketing initiatives** at Equifax, including **SEO, email, direct mail, web marketing, and telemarketing** to drive customer acquisition.
 - Developed and priced **service packages for retail technology solutions** at NCR, optimizing product offerings for market fit.
 - Planned and executed **customer acquisition and retention strategies** at BellSouth, strengthening brand positioning and revenue growth.
 - Conducted **market opportunity analysis and service line development** at St. Joseph's Health System, supporting business expansion.
-

Education & Licenses

Georgia Real Estate Salesperson License

Georgia Real Estate Commission | Atlanta, GA

Master of Business Administration (MBA) | Marketing

Georgia State University | Atlanta, GA

Bachelor of Arts in Journalism (ABJ) | Public Relations

University of Georgia | Athens, GA

Work Portfolio

<https://margarethamner.com>