

Margaret Hamner

Marketing Professional

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Professional Summary

Experienced marketing leader with expertise in 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

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

Professional Experience

Director, Marketing (Part-time Contract)

Lilo Hotel Supplies | Remote | Jan 2025 – Present

- Developing and implementing the **marketing strategy** for an AI-driven hotel procurement platform startup.
- Leading **branding, go-to-market (GTM) strategy, and demand generation** to establish market presence and drive customer acquisition.
- Building **foundational marketing processes** to support scalable growth and industry adoption.

Director, Marketing

SupplyShift and Sphera | 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.
- Led SupplyShift’s marketing efforts through its acquisition by Sphera, then transitioned into **Product Marketing** to integrate and position product lines for seamless adoption.
- Designed and implemented **quarterly marketing strategies**, contributing to **\$900K in annual revenue**.
- Managed and launched a **virtual event with 4,000+ registrations**, significantly increasing brand engagement.
- 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.

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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**.
- Established a **service-level agreement (SLA) for campaign execution**, improving turnaround time and efficiency.
- Overhauled **lead scoring models and web tagging**, increasing **reachable database contacts by 10% YoY** and improving campaign performance.

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Senior Manager, Partner Programs

Sage Software | Lawrenceville, GA | May 2011 – Oct 2013

- Developed and executed marketing strategy for the **partner channel**, including **go-to-market (GTM) planning, branding, and demand generation** to drive partner engagement and revenue growth.
 - Led **partner marketing initiatives**, optimizing co-branded campaigns and enablement programs to strengthen channel sales.
 - Managed **operational strategy and program development**, improving partner participation and performance.
 - Collaborated cross-functionally with sales and product teams to align **partner messaging and positioning** for increased adoption.
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Earlier Experience

Various Marketing & Product Roles | 1996 – 2011

- 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.
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Education

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>