

# ELIZABETH TROMBINO

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## GROWTH & BRAND MARKETING LEADER

In my ten years of experience, I have led growth, brand, and go-to-market (GTM) programs that deliver measurable results for SaaS companies. I focus on building brands that resonate, making complex technical solutions clear for enterprise audiences, and connecting multi-channel storytelling to tangible business outcomes like awareness, engagement, and pipeline growth. I bring a proven ability to align with sales pods, develop account-based strategies, and use research-driven insights to shape positioning and campaigns.

## SKILLS & EXPERTISE

- Revenue & Demand Marketing: Full-funnel programs spanning ABM/ABX (1:1, 1:few, 1:many) and targeted demand gen campaigns driving enterprise pipeline
- Content Strategy & Management: Annual content planning, editorial calendars, creative direction, SEO/blog alignment, cross-channel promotion
- Brand Strategy & Positioning: Narratives, storytelling, thought leadership, market differentiation
- Sales Enablement & Collaboration: Supported sales executives and pods with enablement assets, ABM plays, and account insights
- Performance Marketing & Paid Media: Multi-channel acquisition, funnel-based retargeting (LinkedIn, search, social, display), creative/copy optimization, A/B testing, KPI measurement (CPL, ROAS, pipeline contribution)
- Go-to-Market Strategy & Execution: Product positioning, messaging, competitive analysis, and launch strategy
- Market Research & Insights: Voice-of-Customer, qualitative & quantitative research, to inform positioning & content outputs
- Marketing Technology & Automation: AI-driven workflows, HubSpot, Marketo, Salesforce, 6sense, Mutiny, Optimizely
- Agency & Vendor Management: Partnerships to amplify creative, storytelling, and brand reach

## KEY RESULTS

- Relaunched [website](#) in 2025 → +15% YTD organic traffic, stronger brand visibility
- Directed LinkedIn campaigns → 22x ROAS, \$9M influenced revenue, brand lift impact
- Built thought leadership on [LinkedIn](#) → +5,305 organic followers in 2024
- SEO/Website → +17% YoY SEO sessions

## PROFESSIONAL EXPERIENCE

### *Suzy, Inc. — New York, NY (Hybrid)*

Senior Marketing Director | Mar 2024 – Present

- Directed end-to-end brand, GTM, and growth marketing strategy, including demand gen, ABM/ABX, content, and website targeting enterprise CPG, F&B, Tech, Retail, and Finance insights executives

- Supported sales executives and pods with enablement decks, marketing materials and ABM co-plays, driving alignment between marketing and field execution
- Led multi-channel brand campaigns achieving 22x ROAS, including LinkedIn retargeting with funnel-based paid media, creative/copy optimization, and A/B testing
- Conducted qualitative and quantitative research (consumer research) to shape and inform content and thought leadership
- Built and scaled AI-driven marketing workflows to improve campaign efficiency, reporting, and cross-channel consistency
- Owned content calendar and blog strategy, aligning posts with SEO and keyword optimization to enhance brand visibility and inbound pipeline
- Optimized brand-to-demand funnels from awareness to SQL conversion, partnering closely with sales and product marketing
- Scaled cross-channel content distribution (web, email, social), generating 88% of inbound enterprise SQLs and reinforcing thought leadership

Marketing Director | May 2022 – Mar 2024

- Shaped annual content strategy and managed pods to execute quarterly initiatives, including research, creative direction, campaign promotion, and project management
- Designed and executed **ABM campaigns (1:1, 1:few, 1:many)** leveraging 6sense for targeting, personalization, and testing; collaborated with sales pods to refine ICPs, outreach sequences, and field plays
- Directed LinkedIn lead gen & retargeting campaigns, content calendar, and blog strategy, optimizing creative, copy, paid search, and SEO to enhance brand presence and inbound pipeline
- Launched newsletter and content co-ops, generating MQLs, reinforcing thought leadership, and driving measurable brand lift
- Built and scaled personalized outbound strategy, enabling SDR/BDR teams with targeted sequences and marketing value-add touchpoints
- Managed **\$1.2M paid media portfolio** across search, social, and publishers, balancing cost efficiency with brand visibility
- Optimized multi-segment acquisition funnels across SMB to Enterprise, boosting MQL→SQL conversion by 30% while reinforcing consistent brand storytelling

#### ***Marigold (Sailthru) — New York, NY***

Senior Manager, Customer Advocacy & Digital Media (*Promoted from Manager*) | 2019 – 2022

- Partnered with sales and product marketing to align GTM messaging and campaigns targeting enterprise accounts
- Managed paid media partnerships (Morning Brew, Industry Dive) to amplify awareness among retail, tech, media, and growth audiences
- Executed co-branded digital campaigns, ABM plays, and global events to accelerate inbound and ABM pipeline

- Relaunched Sailthru website, improving UX, form conversions, and funnel velocity
- Ran A/B testing and landing page optimization via Mutiny and Optimizely, improving lead conversion rates
- Structured vendor relationships to strengthen storytelling and brand reach
- Executed executive roundtables (U.S. and global) generating acquisition-ready enterprise pipeline

#### ***Sailthru — New York, NY***

Marketing Communications Coordinator | 2014 – 2016

- Supported sales enablement by building content assets, case studies, and event collateral to accelerate deal velocity
- Managed all social media channels, growing brand presence and engagement across key platforms
- Coordinated trade shows + customer events, managing logistics, branding, and onsite experience
- Co-created and produced Sailthru Lift (2014 + 2015), the company's first customer conference
- Secured analyst + media recognition (Gartner, Forrester), building enterprise credibility

#### **EDUCATION**

- Villanova University — B.A. History, Minor Communications | GPA 3.6
- Honors: Phi Alpha Theta · Vice President, Kappa Kappa Gamma · Sirens A Cappella