

# Corrine Mullins



📞 415-688-5511 ✉️ [corrineladrig@gmail.com](mailto:corrineladrig@gmail.com) 📍 San Jose, CA

## SUMMARY

Results-driven global marketing leader with a proven track record in SaaS, B2B, storytelling, subscription growth and high-growth startups. Expertise in demand generation, retention, ABM, GTM strategy, and digital marketing, driving exponential revenue growth and brand expansion. Adept at leading cross-functional teams, optimizing marketing performance, and executing high-ROI campaigns that fuel pipeline success. Passionate about scaling businesses, enhancing customer engagement, and delivering measurable results.

## PROFESSIONAL EXPERIENCE

### Demand Generation & Field Marketing Lead

#### Alkira

June 2024 - January 2025

- Start-up Enterprise Network Infrastructure and Security B2B as a Service | Series B/C; Lead a mix of inbound and outbound marketing strategies, working in close partnership with sales, product, engineering and customer success to fuel growth from **\$16M - \$50M ARR YoY**
- Developed and optimized overall lead flow (MQL/SQL) tracking and reporting, including goal and KPI setting
- Created compelling and differentiating digital experiences for prospects, driving integrated campaign performance, ABM, GTM, **Global Events (50+ annually)**, customer marketing, operations and supporting Business Development Representatives and sales teams with all enablement materials
- Responsible for creation and execution of all customer marketing, ABM programs, and building out all channel/partner marketing activities, to drive new logo acquisition across the organization
- Reason for leaving: laid-off*

### Director of Demand Generation | Marketing

January 2023 - July 2023

#### Indeavor

- Start-up; brought on to lead a global team, strategy and execute upon a full-cycle marketing efforts across brand, demand generation, digital, GTM, product marketing, sales enablement, PR & AR.
- Built comprehensive plan from ground-up, working cross-functionally with all departments to achieve results for H1 against goals: **+113% Leads, +233% of MQLs, +144% of SQL** goals netting more **+50% to FY23 ARR goals** in opportunity pipeline goals
- Reason for leaving: laid-off / financial hardships*

### Integrated Brand and Product Marketing Lead

#### Facebook / Meta

May 2020 - October 2022

- Global Marketing lead for Workplace from Facebook: **\$188M ARR, 50% retention, \$10.8M budget, 11M+ Paid Users**
- Owned demand generation, all campaign KPIs, digital efforts, vendor and project management, built and scaled Channel/Partner Program, all content development and enablement
- Increased lead flow to achieve **\$122M ARR and 7M Paid users**
- Produced GTM efforts for all 1st and 3rd party experiences for Workplace; including Microsoft, Zoom and other Enterprise partnerships, creating the strategy and of content pieces resulting in large press coverage and inbound leads
- Reason for leaving: laid-off/EOL product*

## EDUCATION

### MBA

University of Florida, 2018

### MASTERS OF ARTS

Global Strategic Communication  
University of Florida, 2013

### BACHELOR OF SCIENCE

Majors: Public Relations and Russian  
University of Florida, 2005

## SKILLS

- SaaS & B2B
- Growth Marketing
- GTM Strategy
- Event Marketing
- Start-Up/ Series A/B
- Digital Marketing
- SQL
- Digital Marketing
- Tableau
- SEO
- Google Ads
- Salesforce
- HubSpot / Marketo
- ABM
- Marketing Operations
- Brand Activation
- Product Marketing
- Microsoft BI

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## PROFESSIONAL EXPERIENCE CONTINUED

### VP of Marketing | Head of Field and Channel Marketing Open Systems

April 2018 - May 2020

- Start-up SD-WAN SaaS/SASE MS out of Switzerland for equity firm. Brought on to help company go “global” owning lead generation, field and channel marketing efforts for revenue growth during a hyper-growth subscription based hardware and software solution.
- Strategized and executed all brand, communications, GTM efforts, Events, Digital & Demand, Partner Marketing, and Marketing Automation strategy from zero to one.
- Managed global team of five.
- Achieved **17:1 ratio return on events and campaigns**
- **Generated \$17.2M in pipeline in two quarters** through strategic field and corporate event strategy
- *Reason for leaving: Recruited by Facebook/Meta*

### Head of Global Field Marketing Viptela (acquired by Cisco)

April 2016 - April 2018

- One of 3 marketing team, startup, Series C; acquired by Cisco for \$650M+ after 1.5 years
- Achieved **product lead growth from \$12M ARR to \$62M ARR in 12 months**
- **Increased qualified lead generation by +50% in first 6 mo.** surpassing MQL and SQL targets
- Improved ROI on all events **+30% QoQ** and drove incremental revenue through campaigns for \$2M+ per deal
- *Reason for leaving: Recruited by Open Systems*

### Merchandiser and Fashion Marketing Manager eBay

October 2012 - August 2014

- Generated \$2M/week for the largest e-commerce platform using serious data analysis such as Teradata, SQL and A/B Testing and lots and lots of crying in the bathroom
- Achieved **+50% YOY lift in GMV** for Fashion category through data analysis, relationship building and strategic sales and events creations.
- Achieved **60% lift** in vertical electronics, hardware and home & garden deals daily revenue from **\$140K to \$340K within first two months** through data analysis and strategic sales optimization.
- Elevated OR and CTR on all email messages **+5% per email, managing campaigns with 12M + sends** through send-time optimization technique resulting in **\$1.3M monthly revenue**.
- Utilizing data analysis, drove strategy for on-site Ads and ad spend resulting in **\$1-2M generated per campaign**

### NA Marketing Program Manager PayPal

November 2011 - October 2012

- Achieved steady **+3% QoQ** through efforts through improvement of loyalty program responses/offers through customer testimony studies, marketing program analysis and internal strategic alignment
- Responsible for Loyalty and Retention programs and prioritization for all North American Marketing Campaigns