



Corrine Mullins

SENIOR GROWTH & MARKETING LEADER | CATEGORY BUILDER | GTM ARCHITECT

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WORK EXPERIENCE

Bidease [contract]

May 2026

MAU 2026 Conference Planning & ROI Analysis

- Led comprehensive planning and ROI modeling for Bidease's MAU 2026 conference presence, managing a \$500K budget across silver sponsorship 20x20 booth operations and 8 premium activations spanning 3 days in Las Vegas. Developed data-driven projections targeting 398 qualified leads through integrated booth and activation touch points, with strategic focus on 49 multi-touchpoint SQLs identified as 3x more likely to convert.
- Built executive-level financial models projecting \$187,500 in pipeline and \$62,500 in closed revenue, representing 25% YoY from FY25's \$50K gain
- Created comprehensive event playbook consolidating operational logistics, guest management (137+ confirmed attendees), venue coordination across 8 restaurants and 8 unique experiences, and presented strategic goals to leadership demonstrating 21% target ROI and clear path from lead generation through revenue realization.

FluidCloud

January - May 2026

Head of Marketing

Architected a "zero to one" marketing function for a B2B Seed Series SaaS startup, generating a **\$1M pipeline in < 2Q**. Led the complete development of the brand narrative, website, and technical content strategy, successfully translating complex cloud portability concepts into high-converting opportunities in Enterprises. Executed a full-funnel demand generation strategy leveraging SEO, paid media, and ABM, while serving as a strategic advisor to Sales for accelerated market penetration. Established a predictable revenue engine rooted in data precision, implementing HubSpot and SFDC to track KPIs and optimize conversion rates.

Alkira

June 2024 - January 2025

Demand Generation & Field Marketing Lead

Enterprise Network Multi-Cloud & Security (Series B/C)

- Led integrated inbound & outbound growth programs driving ARR scale from **\$16M → \$50M YoY**.
- Built and optimized MQL/SQL pipeline tracking, forecasting models, and KPI frameworks. Created and executed digital experiences and ABM programs improving conversion rates and deal velocity.
- Led global GTM, customer marketing, channel programs, and **50+ annual events**. Built full sales enablement engine supporting BDR and AE teams with campaign, content, and deal acceleration.

Indeavor

January - July 2023

Director of Demand Generation & Marketing

Built global GTM and demand engine from the ground up, driving **+113% leads, +233% MQLs, +144% SQLs**, contributing to **50%+ of FY23 ARR pipeline goals**.

Facebook/Meta

May 2020 - October 2022

Integrated Brand & Product Marketing Manager

Owned full-funnel demand and lifecycle growth across SMB and enterprise segments, driving **\$122M ARR and scaling to 7M paid users**. Built and scaled partner & channel program with large Enterprise brands such as Microsoft and Zoom; **managed \$10.8M global budget, campaign KPIs, forecasting, and GTM execution**. Also led global marketing strategy for third-party developers within Reality Labs, creating platform messaging, developer enablement programs, and ecosystem GTM plans that accelerated partner adoption and integration growth.



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WORK EXPERIENCE CONTINUED

Open Systems

April 2018 - April 2020

VP of Marketing | Head of Field & Channel Marketing

- Built global GTM engine from zero-to-one for hyper-growth SD-WAN / SASE platform.
- Generated **\$17.2M pipeline in two quarters and achieved 17:1 ROI across field & partner programs.**
- Owned brand, communications, demand, partner, automation, events, and global operations.

Viptela (*acquired by Cisco*)

May 2016 - April 2018

Head of Global Field Marketing

- Scaled ARR from **\$12M → \$62M in 12 months.**
- Increased qualified lead volume **+50% in first six months.**
- Built repeatable SMB & enterprise GTM playbooks enabling rapid international expansion pre-acquisition.

eBay

October 2012 - August 2015

Buyer (Deals) & Fashion Marketing Manager

- Generated **\$2M+ weekly revenue** using advanced analytics (SQL, Teradata), A/B testing, and merchandising optimization.
- Delivered **+50% YoY GMV growth in Fashion category.**
- Increased vertical electronics & home/garden daily revenue from **\$140K → \$340K in two months.**
- Improved email OR & CTR **+5% per send, driving \$1.3M monthly incremental revenue.**
- Led on-site ads and ad-spend optimization **generating \$1-2M per campaign.**

PayPal

December 2011 - October 2012

North America Marketing Program Manager

- Improved loyalty program performance **+3% QoQ** through customer insight analysis, offer optimization, and campaign testing.
- Led marketing operations allocation and campaign prioritization for all North American programs.

UNIVERSITY OF FLORIDA

2016-2018

MBA

3.8/4 GPA

2012-2013

MA Global Strategic Communication

3.8/4 GPA

2001-2005

BS Public Relations

Minor in Russian. Water Polo. PRSSA

CORE EXPERTISE

Growth Strategy • Category Creation • GTM Architecture • Demand Generation • ABM • Partner & Channel Marketing • AI-Driven Marketing Automation • Marketing Operations • Cloud & Infrastructure GTM • Executive Storytelling • Revenue & Pipeline Acceleration • Data & Analytics Leadership