Lee Somerhalder

Atlanta, GA
Lee@LeeSomerhalder.com
(404) 446-7232
LeeSomerhalder.com

Data-driven Vice President of Marketing unwilling to settle for mediocrity in my role and team. Dynamic and forward-thinking with a passion for continuous learning and innovation. With over 20 years of diverse marketing experience across B2B and B2C sectors, I have a proven track record of rapidly acquiring new skills and delivering cutting-edge strategies. Recognized for leveraging competitive intelligence, predictive analytics, and marketing automation to drive market leadership and predictable marketing outcomes on a global scale.

EMPLOYMENT HISTORY

Founder, Able Tones Non Profit · AbleTones.org

Jan 2024 - Present, Atlanta

We empower children by teaching them how to leverage generative AI, LLMs, and innovative technology, such as speech-to-text, to develop, compose, and publish unique digital music creations. By hosting six weekly sessions, one hour each for small groups of children, we will inspire them to harness these cutting-edge technologies and give them the tools to contribute more to the world. To generate revenue, along with traditional fundraising, we will create an online platform where these one-of-a-kind music creations are published and sold, with all proceeds benefiting Able Tones and other charitable causes.

Vice President, Demand Generation, LeadCoverage · LeadCoverage.com

Nov 2022 — Jan 2024, Atlanta - Resigned: differences in culture expectations

Leadership role supporting 20 marketing professionals, across 15 clients, developing and executing hundreds of multi-channel marketing campaigns annually. This includes developing and implementing executive thought leadership strategies, providing strategic consulting for marketing automation and personalization methodologies, managing paid and social media campaigns, creating and distributing content, designing and developing web experiences, optimizing SEO, and ensuring compliance with data privacy and security regulations.

- Reduced campaign GTM time by 65% in six months leveraging AI tools and automating redundant, low value, tasks for our company and clients
- Grew the team by 30% and increased ARR by $2.3M in 12 months
- Expanded our minimum retainer to $25,000/month across all clients (Up to $60,000/mo). Worked with many of the key organizations in the world's supply chain and logistics industries
- Standardized the delivery of marketing intent integrations like 6Sense to Marketo to SFDC

Vice President, Digital Marketing, Transportation Insight · TIHoldco.com

Dec 2021 — Aug 2022, Atlanta - Seperation Agrement in Reorganization

Lead the strategic and tactical digital marketing direction of the newly merged TI Hold Co. organization. This role is the primary leader for marketing operations, marketing automation, data compliance, thought leadership and employee amplification. This role consolidated six disparate organizations into one single brand, technology stack, team and governance model. Built and trained a team of six directors (CRM, Paid Media, Social, Analytics and Web Experience).

- Drove over 123% increase in web traffic, 10X increase in paid media activations, 20% increase in social engagement, 50% increase in email open rates
- Built and launched tiholdco.com, rebuilt ntgfreight.com and transportationinsight.com
- Achieved 30% increase in marketing sourced opportunities and up to 130% in ROAS over two years. Achieved 33M hyper-targeted impressions in three months
- Created/owned/managed the annual/quarterly digital marketing roadmap in real time, present to internal and external partners; hosted QBRs

SKILLS

Strategic Marketing

Empathetic Leadership

Product Marketing

Marketing Operations

Competitive Intelligence

Marketing Automation

Digital Marketing

SEO & Paid Media

Salesforce Admin

Predictive Analytics

Revenue Growth

Marketo

Generative AI, LLMs, VertexAI

EDUCATION

Northern Arizona
BSBA Marketing, 2001-2005

Cornell University
Marketing AI, 2024
Marketing Automation and AI
Digital Transformation in Marketing
Opportunities in Paid Digital Media
Opportunities in Owned Digital Media

Google Data Analytics
Professional Certificate, 2024
Data Quality, BigQuery, and SQL
The Art of Data Visualization, BI
Analyze Data to Answer Questions
R Programming

Digital Marketing & Strategy Manager, Yamaha Motor Corp. USA   **YamahaMotorsports.com**

Apr 2019 — Dec 2021, Atlanta - Resigned to take new role

Set the strategic direction for digital marketing at the most exciting and diverse motorsports brand in the world. Managed the @YamahaMotorUSA Social Media team, all web properties, the CRM team using Marketo, ShopYamaha.com, data integration strategy, multiple development agencies and other Corporate Planning initiatives domestically and globally.

- Managed eight direct reports, three web and creative agencies, the MarTech stack direction, Yamaha USA's multi-business unit ecommerce platform, two social media teams, data quality and integration strategy and several Corporate Planning digital strategy groups
- Launched the first digital unit delivery program for the Yamaha dealer network during COVID
- Launched first online unit deposit process to achieve 500% increase in retail sales
- Replaced Einstein Analytics with Domo BI platform, delivered three tier reporting, and vastly optimized source attribution model to key stakeholders across sales, service, and supply chain
- Launched Yamaha's first mobile 3D SxS and Motorcycle accessory configurator on Yamahamotorsports.com. From clay modeling through Save-and-Shop functionality

Marketing Director, TRIUMPH MOTORCYCLES AMERICA   **TriumphMotorcycles.com**

Mar 2016 — Apr 2019, Atlanta - Resigned to take new role

Leadership role for all advertising, PR, content, digital, events and staff in the US/Canada. Owned the development, content, technical architecture and launch strategy for the first Triumph Certified Pre-Owned motorcycle program. Optimized $2.3M/yr. (Americas) in dynamic Programmatic, Social and Search activations based on dealer inventory and quarterly promotions.

- Rebuilt and launched four ecommerce sites to include 183 customizable Dealer Pages
- Increased conversion and engagement rate by 30% across 400k visitors per month across all properties
- Launched the first way for consumers to put a deposit on a used Triumph motorcycle from a factory website
- Successfully executed 180+ Triumph experience launch events in 2016, 2017 and 2018 to showcase our new bikes. Bonneville Back in Black, Reborn, and Icons tours

Founder, The MarkOps Group   **LeeSomerhalder.com**

Feb 2015 — Mar 2016, Atlanta - Resigned to take new role

Set the Marketing foundation for hyper-growth in very fast-moving start-ups.
- Doubled the Marketable database and increased site traffic by 30%
- Developed, deployed and tested lead scoring models (three phases)
- Integrated SFDC, HubSpot, Tract billing, MySQL, Unbounce, Google Analytics, GoToWebinar and other Social platforms to improve existing relationships and build new ones
- Deployed Multi-Touch Attribution (MTA) model for marketing effectiveness
- Deployed LinkedIn advertising model that drove 10% engagement lift on content at below $6 CPC

Marketing Automation & Operations Manager, Outsystems   **Outsystems.com**

Feb 2014 — Mar 2015, Atlanta - Resigned to start my consultancy

Enhanced entity-wide marketing automation and operational initiatives within the B2B and B2C technology industries, providing guidance and expertise as a Marketo, SFDC admin, and SEO/SEM expert.

- Redesigned the demand generation engine for a global PaaS company and strengthened customer engagement and satisfaction.
- Managed a variety of projects, including GDPR, CASL, CAN-SPAM, EU Directive & Spam Act 2003 in Australia.

  - Improved the lead conversion rate by 100% in less than 6 months by introducing a $3M global implementation of Marketo.
  - Managed the launch of 5 global workspaces, training and empowering all stakeholders to drive marketing automations.
  - Developed a Marketo Center of Excellence aimed at protecting corporate emails and the IP reputation and deliverability control.

Inquire for more experience