JULIA F. KRAMER

Pragmatic, Results-Driven Senior Director of Product Marketing

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Summary

Strategic B2B Marketer who has achieved *triple-digit growth* for multiple organizations by creating and executing innovative GTM plans alongside persuasive value propositions, ultimately leading cross-functional teams to deliver meaningful business impact.

Portfolio: https://jkramermarketing.com/

Skills

B2B Marketing Strategy · Product Marketing · Competitive Analysis & Positioning · Go-to-Market Strategy · Sales Enablement · Customer Engagement & Customer Retention · Account-Based Marketing & Segmentation · Brand Management · Revenue Generation · Product Release Management · Public Relations · Analyst Relations · Demand Generation · Partner Marketing · Product Management · Product Positioning · Value Proposition Development · Buyer Persona Creation · Journey Mapping · Email & Digital Marketing · Product Pricing & Packaging · Communications · Coaching & Team Management · Market Research & Market Strategy · Solution Marketing · Enterprise Marketing · SaaS Marketing · Product Roadmap Prioritization · Product Strategy · Launch Plans · Content Creation

HubSpot · Pardot · Eloqua · CRM / Salesforce · Tableau · Power BI · Klue · Forrester · Gartner · Trello · Monday.com · Slack · SOCi · Hootsuite · Optimizely · Canva · Demandbase · Watson Assistant · MRP Prelytix · Power Point · Various NPS & CSAT Tools · Microsoft Office

Experience

MRP (Market Resource Partners)
Philadelphia, PA
Product Marketing Director
04/2021 - 06/2023

Account-Based Marketing Software & Services (SaaS), AI & Machine Learning

- Owned the Product-Marketing-Sales relationship and identified gaps in knowledge and market need, then used this to inform the building of MRP's Sales Enablement function (created sales tools, training and collateral, product demos, implemented competitive intelligence function Klue and account-strategy documentation, etc.) in support of MRP's enterprise sales team to optimize revenue growth through solution selling.
- Developed a cohesive, global Go-to-Market strategy (building buyer personas, pricing strategy, launch phases, content creation, marketing campaign management, and PR management), launch plans, and value propositions for MRP's new product launch, then coordinated and managed cross-functional teams in the successful execution of those plans to ultimately exceed MQL goal by almost 2x with 40% growth YoY.
- Heavily supported corporate marketing activities through writing value propositions, collateral development, and by fostering a collaborative environment.

Intrusion
Plano, TX
Vice President, Marketing
05/2020 - 02/2021

Cybersecurity Software & Services (SaaS), IDP and Access Management, AI & Machine Learning

- Built awareness around Intrusion's first commercial cybersecurity offering (fast paced, startup environment) by building value propositions and telling compelling stories to help the market understand Intrusion Shield's transformative impact on the cybersecurity landscape that resulted in site visits going from less than 100 a month to over 90,000 (gathering almost 700 Sales-Qualified Leads in less than 2 months) and multiple product awards being won.
- Awarded 2020 Marketer of the Year by Willow Street Agency for the successful launch of INTRUSION Shield.
- Built the marketing team, offering marketing leadership around creation of enterprise marketing strategies in preparation for the onboarding of a new, commercial enterprise sales team and for channel partner enablement - recruiting, motivating, and retaining key talent.
- Established analyst relationships with Gartner and assisting in the management of customer relationships.

Sabre, Hospitality Solutions
Southlake, TX
Principal, Product Marketing & Campaign Management
06/2018 - 04/2020

Hospitality Software & Services (SaaS)

- Created and implemented global, Go-to-Market plans informed by data-driven customer insights that converted to 125% of marketing-sourced revenue goal in 2018 & 127% of marketing-sourced revenue goal in 2019 (customer acquisition and customer retention) by leveraging both industry-media and partner relationships and working closely with Sales and Product.
- Owned field marketing in the Americas, content strategy and creation, partner marketing, industry media relationships, and product marketing for the products and services that made up SynXis platform.
- Implemented tools and communication cadence with sales to develop strong a Sales Enablement function that was in alignment with Product's goals to ensure product adoption and full support of the enterprise sales team.
- Implemented NPS and CSAT to help analyze product capabilities and measure customer satisfaction.

Experience

Thomson Reuters
Carrollton, TX

Product Marketing Manager

12/2014 - 06/2018

Tax & Accounting Software & Services (SaaS)

- Acted as the Marketing Lead for the Industry Practice Group (IPG) special project, during which time I facilitated productive collaboration across all corporate teams to ensure alignment while developing the key value propositions and marketing programs in order to met 151% of Lead, 189% of MQL, and 253% of SQL goals.
- As Product Marketing Manager for the Trust Tax Business Unit ensured an overflowing sales funnel by meeting 209% of Lead, 161% of Marketing Qualified Lead, & 304% of Sales Opportunities goals by hiring key talent and managing them through the analysis of customer insights and execution of innovative content marketing, demand generation and branding strategies for new and existing software and services within the ONESOURCE product suite.
- Developed marketing strategies and creating content (white papers, email nurture, ebooks, infographics, sales collateral, etc.) for multiple lines of business, creating thought leadership and content to drive conversion using all available marketing channels sales enablement that fully supported enterprise sales teams and ensured product adoption.
- Managed teams through all aspects of plan execution: direction and approval of customer research, creative/messaging, content creation, web content/layout/SEO strategy, events, email nurture, digital advertising, social media, analytics and customer segmentation, etc.

Fenway Group
Fort Worth, TX

Senior Ecommerce & Marketing Consultant

09/2010 - 12/2014

Technology Consulting & Services

- Cultivated strategic partnerships and forging marketing initiatives for the business development of Fenway Group, resulting in revenue-generating projects.
- Interchangeably acted as Social Media Expert or Product Owner in a customer-facing role, identifying customer needs (i.e. American Airlines, MetroPCS, Louisiana Tech University and Cinemark) and communicating those needs to both external and internal teams.
- Assisted in the management of customer relationships.
- Dallas Business Journal's 2014 Women in Business Nominee (nominated by Fenway Group)
- Chosen as a 2015 National Top Ten Business Woman of ABWA (American Business Women's Association)

Mouser Electronics
Mansfield, TX

Supplier Marketing Manager

01/2010 - 09/2010

Electronic Components Distributor

- Leveraged data analysis to mine data-driven insights used to identify optimal opportunities, creating marketing budget and plans for over 80 suppliers in order to acquire maximum marketing funds from each supplier partner, which resulted in a 60% overall increase of funds by participating suppliers and an additional 10 suppliers joining the program.
- Applied project management skills to adjust and customize supplier marketing plans as-needed, including the management of new product launches in a retail environment.
- Implemented the growth initiatives outlined in each marketing plan, consisting of: online advertising, web content, paid search campaigns, social media, email marketing, direct mail, print advertising and internal sales promotions.

Education & Certifications

Oklahoma City University
MBA
2011

University of Oklahoma
Print Journalism
2004

The University of Kansas
ABWA-KU MBA Essentials, School of Business
2017

Pragmatic Institute
Pragmatic Marketing Certified (PMC-VI)
2018

HubSpot
Marketing Software Certified
2021