

# MAJDA ANWAR QAQISH

## Revenue Marketing Leader



Integrated Marketing Strategist | Demand Generation Growth Hacker |  
MarTech Nerd | Change Agent | Creative Thinker |

I am seeking an opportunity to apply my 13 years of transformative consulting, leadership skills and practical integrated marketing execution experience to a single organization that wants to create demand and grow revenue through digital-first, customer-centric strategies.

### BUSINESS COMPETENCIES

**Change Agent:** Highly motivated and energized by modern marketing challenges, has the demonstrated ability to transform traditional marketing teams into revenue producing marketing machines

**Results Oriented:** Driven to establish and achieve revenue goals by creating, executing and measuring omni-channel programs and campaigns

**Proven Leader:** Deep experience in managing conflict, complex decision-making, multiple internal and external resources while building consensus both within marketing and across functions in globally diverse environments

**Inspired Collaborator:** Skilled in working with and aligning different levels, vendors, agencies and functions through discovery, coaching, mentoring, training and communication

**Customer Focused:** Enable marketing organizations to pivot from product-centric marketing to customer-centric marketing through people, process, data and technology across all channels

**Practical Technologist:** A lifelong student of learning and applying the evolving marketing technology landscape of over 8,000 applications to improve business results

### MARKETING COMPETENCIES

**Demand Generation:** Implemented full customer lifecycle programs and strategies including acquisition, onboarding, retention, cross-sell, upsell, nurturing and account-based marketing

**Account-Based Marketing:** Implemented full one-to-one ABM programs at billion-dollar enterprises as well as 1-to-many, intent data driven programs at mid-market firms. Designs and developed sales and marketing competency for programmatic account-based marketing across global marketing team.

**Product Marketing:** Strategized and executed product campaigns such as trials, reactivations, onboarding and renewals. Translated product features into customer-centric benefits to increase user acquisition and adoption and lower

**Multi-Channel Marketing:** Devised multi-channel experiences tailored for each target audience using SEO, SEM and display ads as well as social, email nurtures, website, live events, conversational marketing and direct mail.

**Content Marketing:** Developed, curated and measured a wide variety of content for the customer journey including white papers, interactive content, videos, blogs, webinars, infographics, surveys and eBooks

**Lead and Funnel Management:** Developed and implemented key processes to measure and optimize the lead funnel while aligning sales and marketing.

**Marketing Operations:** Managed and optimized data practices while also leading technology selection, administration, adoption and optimization for various marketing technology stacks and environments with CRM and marketing automation as the foundation.

**Measurement:** Selected, reported, created dashboards and optimized key performance indicators demonstrating marketing's impact on revenue and growth.

**Executive Change Management:** Navigated the changing perception of marketing from a cost center to a revenue center in the eyes of executive leadership through consistent, demonstrated and data-proven revenue results.

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### EXPERIENCE



#### **THE PEDOWITZ GROUP – Director of Marketing** *November 2019 – Present*

**Results:**

- Generated 3X in return from marketing investment based on marketing-sourced bookings for 2020 fiscal year
- Generated \$700K in bookings - highest Q1 marketing sourced pipeline and bookings in five-year company history in Q1 of 2021
- Launched new product line, Revenue Marketing University with nine product offerings both on-demand and live digital training courses.
- Strategized new customer experiences on website to double and triple conversions as compared to previous year with digital-first strategies.
- Launched account-based marketing program yielding 6-figure pipeline opportunities increasing average opportunity amount per marketing-sourced lead.

**Leadership:**

- Hired and developed a new marketing team in 2020 with new competencies, roles and responsibilities
- Added team competencies including demand generation, inbound marketing, account-based marketing, conversational marketing and sales enablement in addition to traditional marketing competencies already in motion.

#### **THE PEDOWITZ GROUP – Sr. Program Manager** *December 2018 – November 2019*

**Results:**

- Generated highest marketing-sourced revenue in past five years in company history
- Launched new website resulting in higher traffic and better-quality leads in year over year comparison

**Strategy & Execution:** Strategized and executed quarterly multi-channel programs yielding \$2M in marketing-sourced bookings

#### **THE PEDOWITZ GROUP – Sr. Strategist** *October 2014 – December 2018*

**Revenue Results:** Drove millions of dollars in marketing-sourced and marketing influenced for clients ranging from startups to multi billion-dollar enterprise organizations (see attached client highlights)

**Roadmap:** Strategize, develop and deploy on recommended go-to-market demand generation strategies and execution plans including account-based marketing, product launches and demand generation programs

**Execution & Measurement:** Manage the client team and the TPG team in implementing, measuring and optimizing demand generation and campaign strategies

**Training & Coaching:** Train and educate marketing team members, marketing leaders and executives on best practices, metrics and analytics. Provide ongoing coaching to build knowledge and skills across team members.

#### **THE PEDOWITZ GROUP – Engagement Manager, Revenue Engineer** *May 2011 – October 2014*

- Implemented and managed over 100 instances of Marketo
- Tied millions of dollars in revenue and pipeline to campaign initiatives, with supporting reports
- Provided 4+ years of monthly online training for Marketo customers through Marketo University

#### **THE PEDOWITZ GROUP – Associate Revenue Engineer** *April 2008 – May 2011*

- Created, developed and implemented over 200 demand generation campaigns in Eloqua and Marketo
- Optimized website and CRM platform for demand generation

#### **ERS GLOBAL Marketing Intern** *Atlanta, GA - May – August 2007*

- Delivered strategic marketing communications and lead generation plan
- Managed quarterly company newsletter sent out to over 900 clients for Q2
- Conducted competitive analysis for C-level growth plan

#### **KNOWLAGENT – Market Research Intern** *Alpharetta, GA December 2004, 2006*

- Conducted web analytic/ prospective research of potential clients Conducted market positioning and lead generation research project

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## CLIENT HIGHLIGHTS



**Industry Specialties: IT, Technology, Bio-Technology, Industrial Manufacturing, Finance, Healthcare, Hospitality, Logistics, Manufacturing, Staffing**

**Environment Specialties: B2B, B2C, Channel-partner networks, Global, Indirect sales, Multi-product 3PD**

Reported and trended key marketing analytics insight to the CEO  
Designed optimal lead process to align sales and marketing  
Trained inside and fields sales reps with new demand generation strategies  
Generated hundreds of thousands of dollars in pipeline for sales within a 2-month campaign period, with supporting reports and dashboards

### **Agilent**

Lead global transformation of campaign design approach from company to customer centric  
Designed "gold case" campaigns to be used as templates for other business units

### **American Express Small Business Saturday (SBS)**

Lead strategic transformation of email channel marketing for 2017 SBS curriculum  
Optimized over 60 emails across 4 main audience segments  
Managed multiple vendors over 8 months to coordinate email best practices and execution via Eloqua

### **Bluegreen Vacations – Product Focus:**

Supported strategic preparedness for marketing automation (Aprimo)  
Developed personas, lead processing, scoring and campaign infrastructure  
Developed detailed campaign processes to support the launch of over 60 campaigns

### **Cisco**

Lead multiple global (Brazil) engagements for Revenue Marketing Transformation within the Cisco partner network

### **Corning Communication Networks**

Lead global transformation of campaign design approach from company to customer centric  
Translated high level campaign strategy into tactical plan for execution

### **Country Financial**

Facilitated transformation workshops to prepare organization for new marketing technologies  
Designed multiple campaigns across all business units with demand generation best practices  
Designed lead management process tailored to unique CRM/MarTech environment

### **Deluxe, Financial Institutions**

Directed a project to migrate and merge multiple Marketo and SFDC platforms  
Provided training and strategic direction for marketing campaigns  
Designed multiple-product lead lifecycle per product enabling lead funnel visibility and trending

### **Four Seasons**

Lead global transformation of campaign design approach from company to customer centric  
Translated high level campaign strategy into tactical plan for execution

### **FTSE Russell**

Lead global transformation (England) of campaign design approach from company to customer centric  
Designed 2017 program plan with emphasis on account-based marketing

### **GE Digital**

Designed account-based marketing processes  
Executed account-based marketing campaigns targeting Fortune 100 organizations

### **GE Healthcare**

Designed and lead multiple sales and marketing alignment workshops across the globe (France, China, Japan) to begin change management and technology readiness for revenue marketing at GE Healthcare Global  
Created strategic readiness playbook to implement Marketo globally for GE Healthcare

**Created 300+ page marketing automation guide tailored to GE Healthcare needs**

### **GE – Multiple Business Units**

Provide strategic direction for global marketing technology and architecture  
Implement Marketo across multiple business units  
Tied millions of dollars in revenue and pipeline to campaign initiatives

### **Pinstripe (now Cielo) Inc.**

Managed development of reports and dashboards showing marketing ROI and KPIs  
Helped oversee a 20% increase in marketing attributed revenue over 1 year

### **Zoetis**

Designed optimal lead process to align sales and marketing for dermatology division  
Design optimal lead process to align sales and marketing for CAD division (Australia)

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### CERTIFICATIONS

#### Marketo Expert, Marketo Trainer, Marketo Analytics Certified (2011 – Present)

- Implemented Adobe Marketo Engage platform for over 100 clients
- Conducted Adobe Marketo Engage training for hundreds of clients from 2011 - 2015
- Presented Analytics at Marketo Summit University 2013 and 2014



#### Other Certifications and Awards

- Management Consulting Institute Level I – 2017
- Digital Marketer Paid Traffic - 2016
- Digital Marketer Content – 2016
- Digital Marketer Customer Acquisition - 2016
- 2013 Employee of the Year – The Pedowitz Group



### PLATFORM PROFICIENCY

**Proficient:** DiscoverOrg, Drift, EmailonAcid, Facebook Ads Manager, Google Ads, Google Analytics, GoToMeeting, Jira, JIVE, Litmus, Miro, Mockflow, Netsuite, SalesIntel, Trello, Vyond, WebEx, Wordpress, WorkFront, ZenDesk, Zoom

**Power User/Admin:** Adobe Marketo Engage, Salesforce CRM, 6Sense, Uberflip, Grapevine6, Canva, MailChimp, Microsoft Suite, Lucidchart, Coschedule, Calendly, Asana, SnapApp

### PUBLICATIONS

MarketingProfs Premium Training <https://www.marketingprofs.com/authors/3673/majda-anwar>  
 Pedowitz Group Blog <https://www.pedowitzgroup.com/email-marketing-guide/>  
 Business2Community: <https://www.business2community.com/author/majda-anwar>  
 BtoB Magazine Online <https://adage.com/author/majda-anwar-revenue-engineer-pedowitz-group/6209>

### EDUCATION & INTERESTS

**GEORGIA INSTITUTE OF TECHNOLOGY** August 2009  
 College of Management  
 Bachelor of Science in Management | Marketing Specialty



- Languages:** English – Minimal Arabic – Minimal Spanish
- Affiliations:** Alpha Phi Fraternity International, Founding member Georgia Tech campus
- Interests:** Violin, Percussion, Languages, Middle Eastern Music and Culture
- Volunteer:** Cystic Fibrosis Fundraiser Event Participant and Marketing Chair  
 Habitat for Humanity  
 SEEDs – Young Women’s Outreach and Arts Program  
 Red Cross Blood Drive Volunteer