

COURTNEY WILSON

Marketing Leader & Strategist

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ABOUT ME

My passion is building high-performance marketing machines that drive revenue by balancing strategy, execution, creativity, and analytics. I've helped multiple tech companies grow from startup to high-growth by identifying market opportunities, setting demand generation strategies that consistently exceed targets, building content that resonates, leveraging tech, crunching data, and iterating for optimization. As passionate as I am about driving growth, I'm equally as passionate about building and leading global marketing teams by building an agile and collaborative culture that gets results.

EXPERIENCE

CLLOUD ACADEMY | SAAS CLOUD TRAINING PLATFORM | B2B & B2C

VP of Global Marketing | March 2020 - October 2020

- Led all aspects of marketing including product, demand generation, digital, content, social, and brand
- Developed and implemented new go-to-market strategy to support B2C and B2B routes to market
- Tripled marketing attributed sales pipeline within 2 months **contributing 83%** of net new revenue from enterprise sales
- Grew individual customer base through e-commerce by **54% in 4 months**, growth had been initially stalled
- Implemented Agile Marketing for better strategic prioritization of marketing activity and faster execution
- Managed a global team of 7 and owned an annual budget of \$2.5 million

CLLOUDFACTORY | SAAS DATA SOLUTIONS FOR AI/MACHINE LEARNING

Director of Marketing | Sep 2014 - Mar 2020

- Built a high-performance, global marketing function from the ground up through \$35M in revenue. Our team included people in the US, Nepal, and UK
- Led marketing through **22 consecutive quarters of growth** and Series C round of \$65M
- Built a demand generation machine that was our most reliable pillar of growth, contributing **60% of net new MRR** from 2016 into 2020, generating over **2,500 inbound leads** per quarter in a niche market
- Developed and evolved messaging strategy including strategic brand narrative, positioning, and content strategy from pre-product/market fit through scaling up
- Spearheaded our ABM strategy that contributed to 100% YoY growth between 2017 and 2018 and landed multiple key accounts in the Artificial Intelligence space
- Managed \$5M+ marketing budget including headcount, marketing forecasting, and KPIs
- Hired, managed, and mentored 11 team members, with only 2 churning due to relocation
- Chosen by our executive team to lead our second US HQ in Raleigh, NC
- Select member of our "culture committee" through which we developed our 10 company principles providing the foundation for our company culture (2016)
- Won the first ever "True Wealth" award for my ability to build meaningful relationships across the company (2018)

PARATA SYSTEMS | PHARMACY TECHNOLOGY SOLUTIONS

Senior Revenue Marketing Manager | Mar 2013 - Sept 2014

- Planned, developed and executed integrated demand generation programs that contributed **\$22.2M (36% of total pipeline)** in sales ready opportunities which accounted for **\$4.8M in closed revenue in 12 months**
- Instrumental in implementing Marketo marketing automation software and lead management framework including lead scoring, revenue cycling, and our lead nurturing engine
- Strategically managed marketing engagement throughout the demand generation funnel to accelerate revenue creation and uncover new, sales ready opportunities

CAREANYWARE | SAAS HEALTHCARE SOLUTION

Senior Marketing Manager | Oct 2009 - Mar 2013

- Led marketing for 2 product portfolios through multiple years of 100% YoY growth through acquisition in 2013
- Developed and managed demand generation strategy and planning that **accounted for 65% of net new revenue**
- Install base **doubled YoY to over 200 enterprise accounts** when acquired in 2013
- Built sales enablement program that helped our sales team navigate a complex enterprise sales process, including collateral, pitch decks, and competitive battle cards resulting in a **50% increase in win rates** from 2011 to 2013

BOYLAN COMPANIES | REAL ESTATE DEVELOPER

Marketing Director | Sept 2008 - April 2009

- Responsible for direction of all marketing efforts across five real estate properties including lead generation, branding, sales enablement, and public relations resulting in an **85% increase in inbound leads**
- Created and executed new marketing plans for three separate products/communities
- **Increased website traffic an average of 150%** using organic SEO strategies, PPC, landing pages, blogs, and social media
- Responsible for tracking and presenting marketing results to company owners, investors, and management on a monthly basis
- Directed the creation of two separate community/eco-friendly brands from inception, including creative strategy, messaging, value proposition, copywriting, and sales materials

LITTLETON ADVERTISING & MARKETING | MARKETING AGENCY

Account Executive | July 2007 - August 2008

- Responsible for managing strategic accounts generating \$500K in annual revenue, advising on brand and digital strategies
- Key team member contributing to corporate and product branding strategies that resulted in higher visibility and increased sales

COLDWELL BANKER & VISTA DEVELOPERS | REAL ESTATE BROKERAGE

General Broker / Marketing Advisor | July 2004 - July 2007

- Multi-million dollar producer in first year of business
- Top 20% in sales in Asheville region for Coldwell Banker
- Marketing advisor for Vista Developers, master-planned communities in the North Carolina mountains

DIRECT SERVICES | DIRECT RESPONSE MARKETING AGENCY

Account Manager | May 2000 - March 2004

- Managed accounts generating \$300,000 in revenue annually. Major accounts included Guitar Center Inc., AT&T Cellular and Farm Bureau Insurance
- **Achieved 400% increase in Guitar Center's direct response marketing** campaigns (direct mail + email) through more sophisticated targeting based on demographic and behavioral data

CYNOCOM | SAAS COMMUNICATION PLATFORM

Territory Sales Rep | August 2000 - April 2001

- Signed first VAR (Value Added Resellers) and built the territory to 10 VARs.
- Contributed to various marketing efforts, including the writing of company business plan, product brochures, and technical writing

EDUCATION

Florida State University, Tallahassee, Florida | 1996-2000

BA in English, concentration in Creative Writing

Minor in Communications