

## AREAS OF EXPERTISE

Marketing Operations | Technology Integration | Revenue Operations | Organizational Design & Development | Strategic Planning | Project Management | Team Engagement & Enablement | Process Improvements | Budget Administration | Market Analysis & Research | Event Management | Customer Lifecycle |

**Technology:** Salesforce, Tableau, Marketo, HubSpot, Pardot, Adobe CS, JIRA, MS Office, Google Analytics, WordPress, Zoho, Zoominfo, Salesloft, Drift, LeanData, Chili Piper, Calendly, UserGems, Miro

## PROFESSIONAL EXPERIENCE

Cybrary

April 2022–Present

### DIRECTOR OF MARKETING OPERATIONS

Subject matter expert in marketing operations and automation, driving process improvements within the lead lifecycle and ensuring data accuracy and flow between the Marketing Automation Platform and Salesforce.

- Consolidated the organizations marketing automation platforms from Marketo to Pardot saving the organization over \$150k annually.
- Maintained the accuracy and cleanliness of data within Salesforce (3.5MM) and Pardot (1.75MM).
- Redesigned the lead flow from application registration into Salesforce and Pardot, including replacing over 100 online forms with Pardot forms.
- Owned the marketing tech stack, which included Pardot, LeanData, Zoominfo, Chili Piper, Calendly, UserGems and Drift.
- Built complex email nurture campaigns to accommodate a reduced sales force ensuring leads are touched regularly with detailed calls to action.
- Developed lead scoring models that focused sales efforts on the leads most likely to convert.

Marlin Capital Solutions

Oct 2008–April 2022

### ENTERPRISE BUSINESS SOLUTIONS MANAGER (FEB 2019–APR2022)

Evaluate business operations and collaborate across departments to identify strategies, process improvements, and resource capacity based on organizational goals.

- Collaborate with leaders throughout the company, including C-suite executives, to establish goals, define best practices, identify risks and create strategic action plans.
- Regularly forecast trends and request updates to software that results in increased customer retention and engagement.
- Spearheaded deployment of Salesforce solution and acted as ongoing Salesforce Administrator, which increased efficiency through utilization of automation and saved \$250K annually by bringing Credit function into system.
- Launched User Acceptance Testing (UAT) team to oversee testing for monthly software releases, resulting in fewer bugs and greater efficiency across both IT teams and project teams responsible for implementation of new solutions and updates.
- Defined scope of work and identified resources for projects and maintenance items, including assessing team makeup and strengths to encourage employees at all levels to challenge themselves and improve performance.
- Guided team through multiple restructurings and internal transformations by acting as Change Manager to maintain morale, generate buy-in, and enable success throughout the company.
- Aligned strategies with business and operational needs across various teams, such as Sales, Finance, Operations, Credit, Contract Management, and Customer Service, while also developing cohesive singular company vision.
- Recognized for contributions to company success with Marlin's President's Club Award in 2020.

# HEATHER PADGETT

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## DIRECTOR OF PARTNER MARKETING & ANALYTICS (OCT 2008–FEB 2019)

Drove marketing strategy, customer engagement initiatives, operational policy guidance, and sales enablement techniques by leveraging analytics tools and data trends to define processes.

- Managed marketing funnel that optimized relationships with newly converted dealers based on analysis of attrition rates, resulting in more multiple-deal relationships and 3% increase in revenue.
- Led effort to reorganize sales model and increase targeted sales strategies with a focus on higher-producing channels and customers, which increased year over year efficiency for sales team dramatically as a result.
- Increased revenue for organization by \$3 million in first year through marketing strategies that enabled penetration of new channels and secured emerging opportunities.
- Planned, configured and monitored all email campaigns within email marketing platforms.
- Developed personas for segmentation that aligned with overall strategy, leveraging personalized content.
- Championed technology tools and digital solutions to align business goals with daily processes.
- Promoted to Director position after serving as E-Marketing Specialist and Marketing Analyst.

## CIGNA Group Insurance

June 2007–Oct 2008

### MARKETING COMMUNICATIONS SPECIALIST

Managed marketing and communications for division, including leading internal communications and organizational design initiatives.

- Directed launch of FMLA product following business transformation that required product option across US, partnering with Product Owner on digital marketing strategy and enterprise-wide rollout of campaigns.
- Administered and maintained websites for both internal and external customers to ensure engagement, including enhancing user interface to improve the user experience by improving layout and optimizing design.
- Monitored competitive landscape and product release calendars to ensure marketing strategy was proactive and responsive across platforms, often generating interest and awareness before formal launches.

## The Rosen Group

Aug 2002–June 2007

### MARKETING & EVENT MANAGER

Directed marketing strategy for niche agency, including both traditional and digital platforms.

- Served as key player in launch of six unique subsidiary companies, designing custom branding platforms with logos, websites, and collateral while also providing cohesive link to overall Rosen Group brand vision.
- Maximized operational efficiency by transitioning company from MS Office-based solutions to ACT CRM.
- Led engagement and participation in tradeshow and events, which included preparing proposals for featured speakers and designing experiential exhibits that increased brand awareness.
- Held full responsibility for internal recognition and incentive programs, including annual awards event that grew in popularity and complexity during tenure and saw major increase in key sponsorships.
- Led the development, execution and management of CRM strategy.

**Note:** Additional experience as Owner of Padgett Marketing, Senior Marketing Lead at Bongo Consulting, Director of Communications for Girl Scouts of The South Jersey Pines, Instructor at Gloucester County Community College, and Communications Specialist for Invisible Fence, Inc.

## EDUCATION

BACHELOR OF ARTS, HISTORY WITH MINOR IN POLITICAL SCIENCE & CONCENTRATION IN MATH  
Grove City College–Grove City, PA