# Vicky Sarmiento



### **Experience**

Director of Marketing, FeedMob (Previous: Marketing Manager 2018-2020) Jan 2020 - Present

- Led digital and brand transformation, launching new channels to drive ABM and revenue-focused marketing strategies
- Built and trained FeedMob's first marketing team; aligned content, field/event, and sales enablement efforts across revenue and marketing teams. Pacing at a 30% YoY increase in pipeline leads/client upsells
- Streamlined content and thought leadership production yielding a 300% increase in conversions (across web events)
- Drives all marketing KPIs instrumental to FeedMob's brand growth:
  - 3x increase in followers on Linkedin
  - 36x increase in subscriber base
  - 4x audience exposure increase through major content partnerships
- Led team through the pandemic; increased employee engagement by 20% resulting in a 3x YoY revenue increase

# Skills

### Leadership + Management

- Highly strategic; executive advisor; leads market research and analysis
- Highly analytical; certified Excel I+II, Tableau, basic SQL
- Drove implementation of CRM/marketing automation tools/tech stack optimization
- Has led performance reporting, budgeting, cost analysis, strategic resource allocation
- Grew marketing division (100% retention)
- Experienced vendor negotiator (average 40% discounted rates negotiated)
- Asana power user and skilled interdepartmental/cross-functional lead

# **Education**

# **Digital Marketing Certificates**

- General Assembly
- Hubspot

# communicator and public speaker. Community builder and DEI advocate.

#### Consultant, VS Consulting May 2014 - Present

 Consultant to LinkedIn Influencer <u>Hue;</u> Leadership and Marketing Ops best practices

15 years in data-driven Account-based

marketing practices. 10 years leading teams. Highly strategic and goal-oriented. Skilled

- Digital marketing and comms consulting for various start-ups and brands, including Alchemist Accelerator-backed digital health app (see <u>LinkedIn</u> for clients/work), President Bill Clinton, TedX, and the NY Senate Majority Leader. Some key client results:
  - 92K Views (TedX)
  - 10K follower increase on Instagram
  - 200% increase in web traffic
  - 20% decrease in web bounce rate
  - Surpassed email engagement rates (CTOR/CTR/Open Rate) by 5-10%

### Director - Sales and Marketing, Cammack Consulting Jan 2007 - Dec 2012

• Led inbound ABM marketing for the firm; drove 2X revenue in 2 years. The company was acquired by CapTrust.

# Digital

- Google Suite (Analytics/Tag Manager/Search Console)
- A/B and Multivariate testing (Optimizely, Mailchimp)
- CMS/Web Development, UX Conversion Optimization (WordPress, SquareSpace; integration/plug-in MGMT; basic HTML and CSS)
- Event Marketing (Splash, Bevy, Eventbrite, SMS)
- Social Media (Hootsuite, Buffer)
- SEO and Content Marketing (SEM Rush, Google Keyword Planner)
- Email Marketing (MailChimp, Constant Contact, Beehiiv)
- Adobe Creative Suite (XD, InDesign, Illustrator)
- Canva/Adobe Express
- Hubspot/Microsoft Dynamics 365/Outreach/Zapier

### New York University Cum Laude, Double Major: Politics/Philosophy

- University Honors Scholar, National Dean's List
- NYU Excellence in Leadership Award

### Media

- TedX SF 2018: <u>Emcee Reel</u> and <u>Sonia Rao</u> feature
- Digital Events Highlights: Growth During Covid-19, Women in Tech, Diversity & Allyship
- **Contact + About** hi@vickysarmiento.com / 201–218–3100 <u>LinkedIn: @vickysarmiento</u> / <u>Vicky's Website</u> Music + thrift store junkie, traveler, yogi, proud mom + burner