

CHRISTINA WARNER

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PRODUCT MARKETING MANAGER with experience ideating and implementing a go-to-market proposal within the technology industry, directing the value proposition, customer research, and messaging of marketing strategies to drive acquisition and brand recognition across B2B and B2C channels. Innovative marketing leader directing the complete product lifecycle, partnering with cross-functional partners and key stakeholders to determine positioning, naming, competitive analysis, feature prioritization, and external communications of a novel technology product. Energetic industry professional impacting and advancing innovation within diverse, multi-cultural settings.

AREAS OF EXPERTISE

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|------------------------------|-----------------------------|---------------------|
| ✓ Program Management | ✓ Go To Market Strategies | ✓ Cross-Functional |
| ✓ Sales Enablement | ✓ Program Management | ✓ Product Lifecycle |
| ✓ Content Strategy & Tactics | ✓ Key Stakeholder Relations | ✓ Product Marketing |
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SELECT ACHIEVEMENTS

- Spearheaded the development of a comprehensive multi-channel marketing campaign for Walgreens, directly coordinating with stakeholders to create and execute optimal strategies that drove overall consumer outreach, resulting in one campaign's increased revenue by \$2M and resulted in the total generation of \$16M.
 - Launched the Customer Marketing program, including pilot marketing campaigns, customer advisory programs, indirectly impacting the bottom line of a 111% net renewal rate and 97% customer satisfaction rating, and contributing to a 11.3% increase in pipeline opportunity.
 - Managed a team in utilizing competitive and market trend analysis methodologies, applying team leadership abilities to examine COVID-19 test manufacturers while identifying potential prime business models.
 - Proficiently led the development and implementation of cutting-edge partner and customer strategies for a business-to-business (B2B) software as a service (SaaS) technical startup.
 - Supported the partnership team and helped secure the company 5-Star Rating in the CRN Partner Program, CRN Channel Chiefs and Rising Female Stars of the Channel recognition, indirectly contributing to growing the company partner base by 150%; 80% of company revenue.
 - Collaborated with the content department through a combination of assets including blogs, newsletter, press release mentions, social media, SEO search ads, and email drip campaigns to achieve a 191% increase in unique visitors, 20 minimum qualified leads, two blog conversions within 1 week, and a 176% increase in page views in 1 month.
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PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Area 1 Security (acquired by Cloudflare) – Chicago, IL
Marketing Manager

2021 – Present

- Collaborated cross-functionally with company departments to design and implement impact enablement materials, providing product strategy support by creating sales pitch desks, solutions-focused communication tactics, and stakeholder messaging strategies.
- Oversaw the creation, development, and deployment of effective content marketing strategies, translating business-to-business (B2B) products into merchant-facing narratives while highlighting specific positioning, benefits, differentiation, and overall use cases.
- Constructed, implemented, and enhanced national marketing initiatives to maximize outreach and sales for SaaS cloud-native products, increasing overall brand awareness and lead generation.
- Developed trailblazing Partner and Customer strategy initiatives, creating various programs for technical consultations, peer connection, and review campaigns to increase customer engagement and drive firm profits.
- Led the content strategy and tactic for the bi-weekly newsletter, increasing subscribers over 69% target goal in one quarter, netting out over 10% open rate and 10.8% click through rate.

- Played a key role in the expansion of channel partnerships, directing marketing campaign strategies such as email drip campaigns, SEO display ads, webinar, and events to obtain 38 newly signed partners.
- Ensured the delivery of high-quality services to key organization clients, leveraging project management skills to efficiently obtain necessary materials, maintain budget goals, and upkeep forecasted deadlines.

Independent Consulting – Various Locations**2017 – 2022*****Marketing Consultant - Product Marketing***

- Provided critical support and recommendations to various tech startups and organizations, leveraging industry expertise to design and implement effective product marketing strategies that increased sales and revenue.
- Product marketing for multiple SaaS startups, supporting betas and product rollouts end-to-end, leading value proposition design, target merchant identification, campaign planning, and execution, seller enablement, and merchant feedback collection
- Act as head of content for a startup with \$20M in Series A funding, led efforts to launch a fully integrated content department and team, hire, trained and managed marketing and support teams, growing team from one to 4 members

Walgreens Boots Alliance – Deerfield, IL**2018 – 2021*****Associate Marketing Manager***

- Led a team of two to deploy COVID-19 test and treatment options, coordinating with executives to develop a partnership with LabCorp; resulting in testing facilities across 49 states and over 200K tests per month.
- Drove multi-channel campaign for a highly visible Pennsylvania region, collaborating with numerous stakeholders; generated 13% open rate on email, and incrementally lifted revenue by 11% and scripts by 8%.
- Supported the Sales Director in leading workshops for 10 sales representatives, demonstrating innovative marketing materials and sales methodologies to ensure the delivery of effective sales strategies.
- Implemented 30 pull-through and sell-through healthcare marketing initiatives for major F500 clients, determining customer-focused messaging, sales enablement tools and value proposition, driving an increase of up to 26% revenue and 30% script YOY.

Previous Experience:**Ergoing Commercial Products Corporation – Management Associate (2013 – 2016)****Northwestern Feinberg School of Medicine – Research Coordinator (2012 – 2013)**

EDUCATION

Master of Business Administration (MBA)

Duke University

Bachelor of Arts (BA), Psychology & Business ManagementKnox College

MEDIA

Author of award-winning Amazon best-seller **The Art of Healthcare Innovation**Columnist for **Ariana Huffington's Thrive Global**Featured in **Apple News, Forbes, Fast Company, and Business Insider**