

# CHRISTINA WARNER

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## PROFESSIONAL SUMMARY

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**SENIOR MARKETING MANAGER** leveraging technical sales industry experience to deliver recommendations that drive organizational development, design and implement cost-effective programs, and introduce comprehensive consumer outreach tactics that boost yearly revenue. Detail-oriented professional adept at identifying and eliminating underperforming areas of operations to enhance customer marketing pilot program launches.

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## AREAS OF EXPERTISE

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|--------------------------|-----------------------------|-------------------------|
| ✓ Program Implementation | ✓ Marketing Strategies      | ✓ Consumer Outreach     |
| ✓ Brand Management       | ✓ Program Management        | ✓ Business Development  |
| ✓ Communication Skills   | ✓ Key Stakeholder Relations | ✓ Data Entry & Tracking |
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## SELECT ACHIEVEMENTS

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- 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

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

**2021 – Present**

- Constructed, implemented, and enhanced national marketing initiatives to maximize outreach and sales for SaaS cloud-native products, increasing overall brand awareness and lead generation.
- Designed creative sales tools, including presentations, trend reports, kitted assets, product data sheets, while directing successful SEO and link-building campaigns to increase the website credibility and traffic.
- 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.

- 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.

**Independent Consulting – Various Locations**  
*Sales & Marketing Consultant*

**2017 – Present**

- 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.
- Developed and introduced new digital brand initiatives for Northwestern Hospital, coordinating across various institution departments to identify potential collaborators and drive overall participant enrollment.
- As head of content, led efforts to develop a fully integrated content department for Conduktor.io, a \$20M Series A startup, spearheading the marketing strategy and team, hiring, training and managing marketing and support teams, grew the team from one to 4.
- Led efforts to determine value proposition, messaging and positioning for firm and parent company, responsible for successful corporate rebrand and update of branded assets, including parent company website, email content and blog content.

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

**2018 – 2021**

- 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%.
- Support 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)**

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## EDUCATION

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**Master of Business Administration (MBA)**

Duke University

**Bachelor of Arts (BA), Psychology & Business Management**

Knox College

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## MEDIA

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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**