

Brian Ira Owen Shipley

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Experienced lifecycle and customer marketing professional focused on nurturing the retention, expansion, and advocacy of champions across the customer base. Well-regarded strategic, technical, and creative leader with fantastic rapport with our customers and the team members that support them. Proud to have innovated award-winning experiences in support of onboarding, product adoption and engagement, advocacy, cross-sell/upsell, voice of customer, and customer listening programs to create engaged, empowered customers and staff.

RELEVANT WORK EXPERIENCES

Level Access | 4/2020-present

Director, Customer Marketing

- Creation of a Customer Stories program and all outputs, including case studies, customer quotes, videos, co-sponsored webcasts, social media, and other Voice of Customer materials for marketing and sales enablement.
- Management of online profiles and review campaigns, rocketing the AMP solution into the Leader quadrant and synchronizing G2 buyer intent signals into 6Sense and Salesforce for ABM and lead scoring.
- Development, delivery, and analysis of the first companywide Customer Satisfaction Survey to set key business benchmarks and identify advocate or at-risk accounts.
- Salesforce development of a dynamic customer segmentation model for real-time identification of customer and prospect segments based on products and services purchased or in open opportunities.
- Development of Customer Journey messaging and infrastructure, spanning desired outcomes, program maturity, segment-specific roadmaps, and scorecards to measure progress.

Supported notable *customer champions* like:



MERCK

LVMH

UNITED



L'ORÉAL

CARMAX

Cvent | 10/2017-4/2020

Senior Manager, Customer Marketing & Retention

- Established automated lifecycle nurture campaigns – integrating learning management, community, and training content into customer onboarding, adoption, engagement, and advocacy programs.
- Spearheaded a data-driven segmentation initiative to profile customers’ attrition and buying behaviors to model high-return activities, inform cross-sell strategies, increase customer engagement, and more.
- Led a 75-person companywide initiative across an executive steering committee, interdepartmental task force, and various vendors to strategize, reengineer, and launch a persona-based online community, knowledge base, and Support portal.

Developed programs in *marketing platforms* like:



FireEye & iSIGHT Partners | 4/2015-4/2017

Senior Marketing Campaigns Manager, Global Demand Center, 3/2016-4/2017

Principal Marketing Automation Manager; 4/2015-3/2016

- Strategic and creative leadership of all online engagement activities, including lead nurturing, lead scoring, triggered email marketing, drip campaigns, webinars, and more.
- Innovation of lead collection, sales enablement, and marketing integration processes.
- Creation of corporate website, email, and social media marketing materials through copywriting, design, development, delivery, and analysis.
- Orchestration of global marketing campaigns, including strategy, content, channel, and promotions as well as lead nurturing workflows to generate leads and grow lifetime value of FireEye customers.

Leveraged and integrated *marketing systems* like:



Sport&Health Clubs | 10/2002-4/2015

Senior Director, Digital Marketing & Engagement Strategy, 1/2013-4/2015;

Director of Online Marketing Communications, 3/2007-1/2013;

Director of Member Relations & Communications, 10/2002-3/2007

- Operational and creative management of all online marketing activities, including email marketing, social media marketing, web interface (GUI) development, and search marketing practices.
- Development of online engagement and conversion initiatives, including lead collection and lead nurturing, customer upsell/cross-sell campaigns, and at-risk re-engagement promotions.
- Innovation of all online fulfillment, e-commerce, and lead collection processes.
- Creation of all corporate email marketing standards, including touch limits, CAN-SPAM compliance, workflows, marketing automation, design styles, landing pages and deliveries.
- Leadership role as the primary eMarketing liaison between senior management, creative agencies, web development firms, and a host of internal and external stakeholders.

Leveraged *design and development tools* like:



Sage & Best Software | 4/2000-10/2002

Senior Marketing Communications Specialist, 5/2002-10/2002;

Marketing Communications Specialist, 4/2000-5/2002

- Creation of email, print, and online marketing campaigns supporting lead generation and customer engagement with the industry-leading ABRA Suite HRMS.
- Establishment of branded turnkey marketing solutions for the external reseller channel.
- Development of campaign-specific mini-sites to automate lead collection and fulfillment.
- Liaison between Corporate Marketing, Product Management, Sales, IT, and the external reseller channel.

Developed content for *marketing mediums* like:



EDUCATION

Bachelor degree | 1997

Business Administration with concentration in Marketing

Frostburg State University, Frostburg, MD

Associate degree | 1995

Business Administration

Allegany College of Maryland, Cumberland, MD

Associate degree | 1994

Retail Management

Allegany College of Maryland, Cumberland, MD



PHI THETA KAPPA
HONOR SOCIETY

WHAT COLLEAGUES SAY

*“Customer-focused. Multi-talented. Strategic. Consensus Builder.
Brian is a one-man marketing department. I consider myself extremely
fortunate to have partnered with Brian because of his emotional intelligence
and ability to get things done.”*

Kirsten Warner | Senior Product Marketing Manager
Level Access

Read more reviews at www.linkedin.com/in/brianshipley.

FOR MORE INFORMATION

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