

# Brian Ira Owen Shipley

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

## RELEVANT WORK EXPERIENCES

**F5** | 4/2024-present

### Senior Manager, Customer Retention Marketing

- Green field development of SaaS product adoption journeys and supporting segmentation, in-app communications, and automated sales sequences to drive usage-informed renewal, expansion, and advocacy opportunities.
- Targeting and enablement for expansion campaigns, driving 2.25x deliverability and 3x open rates by innovating automated false-from email strategies.
- In-person customer engagement in support of customer advocacy programs, including executive advisory board events, customer conferences, and global programs.
- Leadership of an interdepartmental initiative to align active executive-level programs into a unified, global experience – including establishment of new segmentation and contact management standards, evergreen communications, and metrics for influence and success across programs.
- Operational liaison with interdepartmental stakeholders, including Product, Product Marketing, User Experience, User Research, Customer Success, Voice of Customer (VOC), Marketing Operations, Sales Operations, Privacy, Creative, Demand Generation, Field Marketing, Sales, and more.

Spearheading innovations in **programs** like:



Level Access | 4/2020-4/2024

**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 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 dynamic customer segmentation 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:



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



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HONOR SOCIETY

## FOR MORE INFORMATION

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