

# BABETTE DUPRIEST



## MARKETING STRATEGIST

### EXPERTISE



WEB DEVELOPMENT

LAYOUT/DESIGN

CONTENT DEVELOPMENT

SEO/SEM MANAGEMENT

EVENT MANAGEMENT

ANALYTICS/REPORTING

SOCIAL MEDIA MANAGEMENT

### TECH SKILLS



AUTOMATION PLATFORMS:

HUBSPOT, WORDPRESS, DRUPAL

ADOBE CREATIVE SUITE:

INDESIGN, ILLUSTRATOR

PHOTOSHOP, PREMIER PRO

OFFICE SUITE

DYNAMICS CRM

SALESFORCE

VISUAL STUDIO

LANGUAGES:

HTML, CSS, JAVASCRIPT

JQUERY, PHP, ASP, HUBL



## PROFILE

I am a senior B2B and B2C marketing strategist with noteworthy skills and experience. I possess expertise in creating and managing marketing projects from concept through creative brief, creative development, execution, and campaign analysis to ROI.



## EXPERIENCE

### MARKETING SPECIALIST RFGEN SOFTWARE

SEPT 2010 - MAY 2018 Assisted in the development and launch of the first formalized marketing plan for RfGen, a global enterprise mobility software company selling directly and indirectly through 140 channel partners worldwide.

- Assisted in developing and executing the marketing strategy that resulted in consistently increasing revenue by at least 30% YoY.
- Established standardized messaging across all marketing and sales channels ensuring consistent brand voice, style, and tone.
- Executed creative development, messaging, copy writing, design and production of marketing materials including sales and marketing collateral, presentations, videos, case studies, email, web presence, press releases, webinars, direct mail pieces and event collateral.
- Designed, launched and administered inbound marketing strategy with an optimized website and focused content adhering to SEO best practices, managed social media channels, implemented HubSpot marketing automation software, integrated Salesforce CRM and implemented growth driven design methodologies that significantly increased qualified lead volume.
- Created and managed Google Ads PPC and retargeting campaigns as well as paid social campaigns and maintained monthly reporting.
- Served as event manager for multiple domestic and international trade shows, corporate conferences, and lead gen events.
- Created and contributed to the corporate blog ranked in the supply chain blog top 40 in 2018 by Feedspot.
- Grew the certified partner network by 60% by developing and launching partner recruitment, activation programs, and online partner portal.
- Worked with partners to create and deploy co-branded marketing initiatives that resulted in increased revenue from the partner channel.
- Created concepts and design elements that assisted in the development of the product UI and UX.



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# BABETTE DUPRIEST



## MARKETING STRATEGIST

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### CERTIFICATIONS



GOOGLE ADS FUNDAMENTALS

ADVANCED GOOGLE ANALYTICS

HUBSPOT ACADEMY:

INBOUND

INBOUND MARKETING

GROWTH-DRIVEN DESIGN

HUBSPOT DESIGN

2018 SEO TRAINING COURSE

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### INTERESTS



## EXPERIENCE CONTINUED

### PRESIDENT SIERRA GRAPHIC DESIGNS

JUNE 2003 - AUG 2010 | directed demand generation, lead nurturing, consultation, growth marketing, web development, digital strategy, event management and public relations for a wide variety of clients. Incorporated direct mail campaigns, social media, inbound methodologies, and customer life cycle marketing into clients' marketing strategies.

- Designed and optimized client websites resulting in improved organic search performance, increased traffic and reduced bounce rates.
- Established social media strategies, identified key revenue opportunities and developed integrated marketing programs suited to each clients' goals.
- Initiated use of content marketing mapped to the buyer cycle and marketing automation to increase awareness and move qualified buyers through the buying cycle. Increased lead volume by up to 154%.
- Offered direct mail house services including mail piece creation and production, list segmentation, and post-campaign analysis.
- Created a multitude of digital and print assets from advertisements, brochures, direct mailers, product labels and packaging, corporate identity packages, and icon suites to book illustration and layout.

### ADMINISTRATIVE ASSISTANT PRIVATE HARVEST

JUNE 1998 - JUNE 2003 | led the manufacturing automation, product traceability, and recall initiatives and implemented the processes to ensure food safety and federal compliance.

- Recruited both national and international sales representatives via extensive digital and print marketing initiatives, direct mailings, events, trade shows, and industry networking.
- Responsible for design, optimization and maintenance of multiple product line websites using HTML, CSS, Perl, JavaScript, and CGI.



## REFERENCES

NANCY MASTER  
MARKETING MANAGER

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SR ERP CONSULTANT

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PROGRAM MANAGER

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