

Heather Lopes

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SUMMARY

Strategic Marketing leader with six years of experience that includes a mix of field marketing, event management, client account management, digital marketing, and project management for diverse clientele. Proven ability to manage multiple concurrent initiatives, mentor junior talent, and define and execute campaign strategies that drive brand awareness and generate leads. Adaptable professional with a results-driven mindset skilled in using data to inform decision making.

EXPERIENCE

Marketing Manager, Storable

Sep 2024 - present

Storable develops software for the self-storage, marine, and RV & camping industries.

Role Overview:

As the Marketing Manager, I play a key role in shaping the growth trajectory of the marine business unit by developing and executing integrated marketing campaigns tailored to the unique challenges of marina operators. Working closely with the sales team, I created data-driven, multi-channel marketing strategies designed to meet pipeline and revenue goals.

Key Responsibilities:

- **Strategic Campaign Development:** Led the creation and execution of comprehensive marketing plans to land new business, focusing on driving demand and generating qualified leads for the marine industry.
- **Cross-functional Collaboration:** Partnered with sales, product marketing, and corporate teams to build marketing campaigns that align with business objectives and meet pipeline targets.
- **Multi-Channel Campaign Execution:** Developed and launched campaigns across digital, social, email, events, and lead-generation partners to engage marine audiences and drive new business.
- **Measurement & Analytics:** Set clear campaign goals, tracked performance metrics, and optimized strategies based on data and feedback from sales, ensuring ROI and business impact.
- **Technology Stack Utilization:** Utilized Hubspot, Monday.com, and Salesforce to manage campaigns, workflows, and measurement, ensuring seamless integration across tools.
- **Quarterly Planning & Execution:** Developed quarterly marketing plans, maintaining ongoing programs like drip email campaigns and paid media ads, while adjusting strategies based on market trends and results.

Break/Freelance

May 2024 - Sep 2024

Wrote freelance blog posts for CorSource (tech consultancy)

Marketing Manager, BAMKO

May 2022 - May 2024

BAMKO is a full-service branded merchandise, promotional products, and uniform company.

Joined as the sole marketing resource with responsibility for all aspects of marketing to include website, collateral, content calendars, tradeshows, and the full MarTech stack.

- Hired a marketing coordinator and an intern to support project execution.
- Served as project manager for rebuild and relaunch of bamko.net in collaboration with creative, development, and executive teams. Delivered new site in first six months with updated visuals and copy, achieving 13% traffic growth.
- Led evaluations, selection, and implementation of MarTech stacks. Projects included migrations (i.e. ActiveCampaign to SugarCRM, Hootsuite to Oktopost) and implementation of Wordpress.

- Spearheaded efforts to enhance a nascent and stagnant social media presence. Set content calendars with daily cadence for posting and led ideation for new content, resulting in 71% increase in social reach in one year and growth to 10K+ followers across social channels.
- Owned tradeshow strategy, standardized events processes, and managed \$700K events budget. Events included PPAI, OrangeTheory, Taco Cabana, FRANMAC, JLL, NADA, Subway Convention, and ISM World Trade Show.
- Produced and facilitated multiple Zoom webinars with audiences of 300+. Marketed webinars on LinkedIn, Instagram, and SugarMarket to drive attendance.
- Authored public-facing content including social media content, customer success stories, blogs, and website content.
- Developed marketing collateral and sales enablement tools.
- Drove email marketing efforts including lead nurturing and prospecting, product highlights, and case studies.

Client Highlights:

- **Dude Wipes** ([case study](#)) - Contributed to client creative meeting, project ideation, and execution of efforts to deliver a unique and humorous promotional product for a Valentine's Day promotion.
- **El Pollo Loco** ([case study](#)) - Contributed to project management for efforts to deliver a social media and marketing campaign on a tight deadline, which included identification of vendors to fulfill materials for personalized boxes sent to influencers.
- **Chobani** ([case study](#)) - Oversaw sourcing of materials and design for a unique promotional gift set inspired by Chobani's flavored coffee creamers, with 40 gift sets delivered.
- **2K** ([case study](#)) - Served as project manager for concept, design, and delivery of a digital championship ring as part of NBA2K24 Community Day event that coincided with the product's 25th anniversary.
- **Amazon** ([case study](#)) - Managed timely production and delivery of signage materials for Amazon's "Alexa, thank my driver" promotion.

Marketing Manager, Thrive

Jan 2021 – May 2022

Thrive is a leading provider of outsourced IT infrastructure (cybersecurity software).

Hired as a report to the Director of Marketing with responsibility for social media and blog content, email marketing, webinars, and supporting a sales team.

- Managed an external agency focused on blog content and paid ads.
- Coordinated new hire onboarding for sales teams and managed logistics (e.g. travel, hotel, transportation), evening events, meals, and presentations.
- Maintained Thrive's Wordpress site and created landing pages and content for channel marketing efforts using Hubspot.
- Organized quarterly webinar campaigns and hosted Zoom webinars for 300+ attendees.
- Prepared emails and content, obtained open reports, and delivered feedback to key stakeholders by leveraging HubSpot. Designed and distributed monthly newsletters for clients, partners, and employees.
- Managed complete event logistics, including scheduling kick-off calls, evaluating presentations, and conducting pre and post-event meetings.
- Utilized Adobe Creative Suite and Canva for email design.
- Established and maintained a weekly pipeline for internal videos posted on Thrive's YouTube channel.
- Directed planning and coordination of event logistics, such as venue selection, catering, and vendor agreements.

Marketing Coordinator, VMRay

Nov 2018 - Jan 2021

VMRay is a SaaS solution that automates detection and analysis of advanced security threats.

Supported marketing efforts that included production and distribution of in-depth threat research content and targeted communications (e.g. incident response and SOC professionals) via email newsletters, campaigns, and social media content.

- Collaborated with an internal security team to author detailed threat research content distributed via blogs, webinars, email newsletters, and videos.
- Authored one-pagers and white papers distributed at events to articulate VMRay's value proposition.

- Coordinated tradeshows (e.g. BlackHat, RSA, SANS, DFIR, DEFCON, FIRST Conference) including logistics and promotional content on social media. Managed logistics for company booths.
- Set strategy for all social media channels, defined content calendars, and developed all content.
- Updated Wordpress website with new content, blog entries, and graphics, with attention to SEO best practices.
- Leveraged Hubspot for CRM needs.
- Achieved 1M social media impressions and 300K+ website visits in 2020.
- Analyzed website and social media analytics in Google Analytics and HubSpot Analytics, and wrote detailed reports.
- Collaborated with internal teams on webcast/webinar design, titles, and content, with several webcasts repurposed into blog/vlog posts. (webinar samples [1](#), [2](#), [3](#)). Coordinated webinars with SANS Institute.
- Supported social, digital, and field marketing activities, contributing to 80% of \$12M revenue pipeline.
- Executed email marketing campaigns and monthly newsletters for existing/prospective clients and channel partners.

SKILLS

Concepts: Digital Marketing, Web Analytics, SEO, Email Marketing, Customer Relationship Management (CRM), Campaign Management, Vendor Relations, Corporate Communications, Social Media Marketing, Budget Administration

Tools: Photoshop, Asana, Canva, Google Analytics, Google Suite, Hootsuite, Hubspot, Jira, Oktopost, Marketo, Microsoft Office Suite, Salesforce, Slack, SugarCRM, Wordpress, Zoho

EDUCATION & CERTIFICATIONS

BA, Business Administration, Merrimack College - North Andover, MA (2012)

Google Analytics, Google (2024)

Mastering SEO and YouTube Search Trends, Semrush (2024)

Content Marketing and SEO Fundamentals, Semrush (2024)

Social Media Marketing, Meta (2023)