
ANDREW Z. BROWN, B.A. M.E.S.

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Dear Human Resources/Talent Professional,

Please accept the enclosed resume in consideration for the role of **Senior Marketing Professional**. I am looking for an ambitious organization where I can bring my passion for corporate marketing, product marketing, communications, “rolling up my sleeves” and leadership.

I have successfully led marketing, product marketing, communications, and sales enablement programs nationally and internationally. The result: **increased revenues, strengthened reputation, and enhanced relationships with customers, channel partners, industry analysts, employees, and media.**

Highlights of my accomplishments – **gathered through 25+ years of marketing products, services, and brands B2B** (B2C and B2G) in growth-focused companies – include the following:

Increased Revenues

- Led marketing for SaaS companies, professional/financial services, and a digital marketing agency
- Developed go-to-market strategies for products/services from ideation through post-launch monitoring
- Directed: demand/lead generation, sales training/enablement, email marketing campaigns, account-based marketing (ABM), content strategy for all stages of the sales/purchase cycle, social media marketing (Twitter, LinkedIn, YouTube, Facebook, Quora), search engine optimization (SEO), paid search (SEM), product videos, explainer videos, online/offline events, and high-value proposals/RFPs
- Created buyer personas/journeys, conducted competitive research and win-loss analyses

Enhanced Reputation

- Directed the brand/tone of voice for a portfolio of evolving products and sophisticated services
- Advised members of the C-suite on product marketing issues during product launches, cross-border expansions, re-brandings, company-wide IT implementations, acquisitions, and crises
- Led all corporate/product PR, analyst relations and served as company spokesperson
- Rolled out thought-leadership campaigns (incl. writing executive blogs/speeches and whitepapers)
- Wrote articles for the **Financial Post**, **Canadian Business**, and **Software Business Growth** on how to establish strategic alliances, optimize sales channels, and leverage influencers

Increased Retention of Key Stakeholders

- Directed and mentored Product, Events, Content and Sales professionals (remotely)
- Established and grew relationships with partners, vendors, agencies, industry analysts, and media
- Oversaw “voice-of-customer” (VOC) and “employer-as-a-brand” research/strategies
- Presented to customer/prospective customers and conducted customer quarterly business reviews

Finally, I have worked with leading **collaboration tools** (Slack, Yammer, Chatter, Confluence, Workplace, Microsoft Teams, SharePoint), **project management tools** (e.g., Asana, Trello, and MS Project), **marketing automation tools** (HubSpot, Salesforce, Active Campaign, Keap), and **content management tools** (SEMrush, Contently, Cision, Hootsuite, Google Analytics, WordPress, Zoominfo, and Crayon).

Because of my relevant hands-on experience – and post-graduate education in product marketing, pricing, web analytics, and managing organizational change – I would thrive as your **Senior Marketing Professional**.

Yours sincerely,
Andrew Z. Brown



Andrew Z. Brown

Senior Corporate and Product Marketer

PERSONAL DETAILS

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AREAS OF EXPERTISE

- Product Marketing
- Go-to-Market Strategies
- Sales Enablement
- Demand Generation
- Channel Management
- Project Management
- Content Creation
- Reputation Management
- Public/Media Relations
- Event Management
- People Management
- Budget Management
- SEO/SEM/CRM/CMS

INDUSTRY KNOWLEDGE

- SaaS and IaaS
- Financial Services
- Professional Services
- Agencies
- Associations
- Retail and Hospitality

PROFESSIONAL SUMMARY

A senior “hands on” corporate/product marketing and communications leader who helps companies achieve growth goals by developing and implementing strategies to measurably: 1) increase revenues; 2) enhance reputations; and 3) improve retention of customers, partners, and employees.

EXAMPLES OF RESULTS DELIVERED



Launched dozens of new services and products



Generated over \$6 million in one year



Increased positive brand recognition by 20% in one year



Increased customer retention by 15% in one year

WORK EXPERIENCE HIGHLIGHTS

SENIOR PRODUCT MARKETING AND GROWTH CONSULTANT

Write on the Money / 2011 - Present

Increased Revenues: Took to market new products for SaaS/PaaS companies across the globe. Led campaigns and created content that delivered 1000+ qualified leads (MQLs) quarterly – leveraging SEO, SEM, CRMs (Salesforce, HubSpot). Developed channel strategies and managed proposals for marketing agencies, professional services firms, and professional associations.

Enhanced Reputation: Led PR and issues management strategies for a billion-dollar services company (including serving as spokesperson). Defined the marketing and communications strategy for a large law firm and a national insurance company with 14,000+ employees.

Improved Customer, Partner and Employee Retention: Developed customer loyalty programs that generated over \$600,000 in one year. Managed/wrote employee and partner research, training, and on-boarding materials.

SENIOR PRODUCT MARKETING MANAGER

Transcontinental (Thin Data) - A digital marketing/SaaS agency / 2006 - 2011

Increased Revenues: Increased market penetration by 15-40%. Developed go-to-market strategies for a portfolio of products. Wrote and directed all content for lead generation and sales enablement. Managed a Sales Engineer and Product Manager. Conducted market/competitive research and win-loss analyses. Led all “voice of customer” surveys and advisory boards. Developed battle cards, sales decks, buyer personas, videos, and case studies. Oversaw RFP/proposals, events, and re-sellers. Managed industry analysts and alliances.

Enhanced Reputation: Increased media coverage by over 600%. Led all media/PR and branding initiatives aimed at increasing profile. Wrote all publications and executive speeches. Served as spokesperson. Directed online/offline design, video, and events. Led internal communications during acquisitions.



Andrew Z. Brown

Senior Corporate and Product Marketer

POINTS OF DISTINCTION

- Published series in the *Financial Post* on product innovation, alliances and C-suite communications
- Produced Canada's most successful business podcast with 100,000+ followers
- Published a series on how to increase the volume and speed of sales for *Software Growth Magazine*
- Winner of *Most Innovative Marketing Award (AAAM)*

TECHNOLOGIES USED

For Generating Revenue:

Salesforce, Pardot, HubSpot, ZoomInfo, Google Analytics, Active Campaign, Keap

For Enhancing Reputation:

Cision, SEMRush, Ahrefs

For Managing Projects:

Asana, Trello, MS Project, Slack

For Managing Content:

WordPress, SharePoint, Buffer, Hootsuite, Photoshop, InDesign, PowerPoint, Publisher, Contently, Gong, Crayon

For Managing Products:

Aha!, Confluence, Excel, Access

WORK EXPERIENCE HIGHLIGHTS (CONTINUED)

DIRECTOR, MARKETING AND COMMUNICATIONS

Crossey Engineering / 2003 - 2006

Increased Revenues: Directed go-to-market strategies working with Product, Sales and Customer Service departments. Led lead-generation resulting in \$6 million of new revenues. Oversaw competitive research, battle cards, sales decks and sales funnel-specific case studies. Directed "voice of customer" initiatives (surveys, buyer groups and personas). Wrote business cases, project charters and executive briefs. Directed online and offline events.

Enhanced Reputation: Developed all PR initiatives and wrote online/offline materials, including: executive speeches, email marketing, videos and industry journal articles. Advised executives on communications during restructuring.

Improved Customer, Partner and Employee Retention: Increased client retention by 10%. Developed partner and alliance strategies. Established and maintained relationships with strategic partners and channel partners. Wrote all partner materials. Oversaw/managed internal communications throughout downsizings.

DIRECTOR, MARKETING AND COMMUNICATIONS

Lerners, LLP / 2001 - 2003

Increased Revenues: Built and rolled out a firm-wide marketing plan spanning nine practice group plans and over 100 individual marketing/sales plans. Developed go-to-market strategies for new services/products. Wrote all lead generation and lead nurturing materials/content. Wrote business cases and industry whitepapers. Oversaw all RFP processes/proposals. Supervised a team of five marketing professionals. Managed a budget of over \$2 million.

Enhanced Reputation: Created a new firm-wide branding strategy Directed market research and competitive research, web development and production. Led all public relations initiatives and wrote online/offline materials (serving as Chief Web Officer), including: executive speeches, email, outbound sales and industry journal articles. Advised Senior Management on communications during corporate re-branding and restructuring.

Improved Customer, Partner and Employee Retention: Established relationships with strategic partners and high-revenue clients/channel partners. Directed all internal communications through re-brandings and restructurings.

EDUCATION HIGHLIGHTS

- Product Marketing (Pragmatic Marketing)
- Pricing Strategy (Schulich School of Business)
- Project Management (U of T)
- Web Analytics (UBC)
- Masters in Managing Organizational Change (York University)
- B.A. Sociology & Psychology (York University)