

# Diane I. Murray

Experienced Marketing Professional

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Experienced marketing professional with >20 years of B2B and enterprise software marketing performance. Proven results by collaborating with sales teams, sales leaders, and subject experts to drive revenue. Passionate about building relationships with customers and partners and utilizing multi-channel platforms for compelling storytelling.

[nimblemarketingpro.journoportfolio.com](http://nimblemarketingpro.journoportfolio.com)



## ROLES: Content Marketing | Product Marketing | Inbound Marketing | Sales Enablement

- Proven track record of developing compelling content and SEO to drive market engagement, MQLs, and sales
- Expert ability to communicate complex concepts in an easy-to-understand fashion
- Acknowledged for diligence and results, despite successive acquisitions and continual change
- Ability to plan, implement, and pivot in environments with changing targets and competing priorities

## INDUSTRY KNOWLEDGE

- System Implementation / Systems Integration
- Smart Manufacturing / Industry 4.0
- Predictive Analytics / Business Intelligence
- Continuous Improvement
- Supply Chain
- Cybersecurity
- Industrial Internet of Things (IIoT)
- Manufacturing Execution Systems (MES)
- Manufacturing Operations Management (MOM)
- Advanced Planning & Scheduling (APS)
- Enterprise Manufacturing Intelligence (EMI)
- Enterprise Resource Planning (ERP)
- Conversational AI

## CORE COMPETENCIES

- Content creation and curation
- Product launches and messaging
- Personas development
- Integrated campaign development
- Multi-channel marketing
- Upstream and downstream partnerships
- Analyst, journalist, and media relations
- Sales training and technical writing
- Competitive analysis, win/loss analysis
- RFI/RFP responses, sales proposals
- Advanced PC, Mac, and application skills
- Positioning for acquisition, VC funding
- Spanish, business proficiency

## SELECT ACCOMPLISHMENTS

Designed and executed successful integrated marketing programs for **6** enterprise software companies; **4** achieved desired \$MM exit strategy, one improved Gartner Magic Quadrant competitive rank.

With 5-week lead time, created a 4-day manufacturing performance and leadership summit for C-level executives, resulting in **88** marketing qualified leads (MQLs) and **10** sales pipeline opportunities; controlled costs to **30%** under budget, and generated **\$30K** in sponsorship revenue.

Designed and produced solution sales training for **2** international software companies; developed personas book for **4** international companies. Success for McAfee sales staff prompted management to extend the program to channel partners and resellers. Content was further distributed widely by McAfee as blended learning content: training manuals, videos, and traditional classroom courses. Produced Epicor sales training with **5** distinct audiences in mind: territory managers, customer account managers, inside sales, existing ERP channel partners, new MES channel partners.

## SPECIALIZED TRAINING

- VITO Selling
- Target Account Selling
- Tactical Low-Cost Marketing
- Small Business Marketing Essentials
- Guerrilla Marketing
- Writing to Sell
- Communication Design
- Financial Issues in Event Management
- 360 Feedback, Myers-Briggs & Firo-B
- Covey Leadership: Seven Habits

## SYSTEMS & PLATFORMS

- Office 365, SharePoint, G-Suite
- Adobe Acrobat, Illustrator, Photoshop, In-Design
- Hubspot CMS, WordPress CMS, Wix, Sitefinity CMS, HTML
- Hubspot Marketing Automation, Marketo, Act-On, Vertical Response, Constant Contact, MailChimp
- Hubspot CRM, Salesforce
- Accelo, Basecamp, Trello
- Zoom, Teams, WebEx, GoToMeeting
- Egnyte, DropBox
- Qualtrix, Survey Monkey

## INDUSTRIES

- General manufacturing
- Discrete manufacturing
- Food and beverage, CPG
- Automotive
- Metal parts and products
- Plastics and rubber
- Print and packaging
- Pharma, medical device
- Distribution
- Banking
- Healthcare

## CHRONOLOGICAL SUMMARY OF MARKETING EXPERIENCE

### Toward Zero Co., Centennial, CO | Nov 2019 – Present

#### Senior Director, Marketing

Directly responsible for marketing strategy, product marketing, and content development for systems integration and smart manufacturing consulting firm.

- Optimized messaging and content resulting in **5X** improvement in market engagement
- Established content development program and processes resulting in **100%** more staff participation
- Streamlined account planning requirements reducing sales insights gaps by **50%**
- Established methodology for sales onboarding which accelerated time-to-proficiency by **30 days**
- Authored blogs, website content, offers, and social media campaigns, increasing content by **333%**
- Launched SEO strategy with initial result of **96%** boost in SERP and **601%** increase in organic site traffic

### LNS Research, Cambridge, MA | Jul 2016 – Oct 2019

#### Senior Marketing & Research Associate

Directly responsible for peer-review, editing, production, and curation of all research produced by analysts of research firm focused on Industry 4.0 and digital transformation across manufacturing and industrial sectors.

- Achieved and sustained **100%** on-time delivery of publishing across five practices; increased from **~20%** on-time delivery
- Defined and implemented process improvements for highly-collaborative, high-velocity content development resulting in **95%** higher customer satisfaction and **80%** better on-time delivery
- Provided peer-to-peer coaching to executives of Fortune 1000 companies for go-to-market and strategic messaging
- Authored blogs, articles, marketing content, and social media campaigns and provided execution oversight, including defining objectives, content and offer, flows, targets, and success measures
- Partnered with research analysts and marketing staff to analyze obstacles impacting quality and introduced method and process improvements and assisted with implementation
- Curated research content through magazine articles, social media, and promotional content

### VitreosHealth, Dallas, TX | Jan 2015 – Feb 2016

#### Interim Marketing Director

Directly responsible for messaging framework and content development for a health care analytics firm.

- Established a unified messaging framework in partnership with subject matter experts (SMEs) among executives, corporate advisors, stakeholders, product, and services teams
- Authored and co-developed market-relevant content to align with messaging framework
- Produced white papers, speaker presentations, eBooks, and social media campaigns
- Designed long-term outbound marketing program including objectives, content, offers, flows, targets, and success metrics
- Managed, aligned, and coordinated the efforts of field marketing and marketing infrastructure functions
- Partnered with professional services director to define, document, and articulate a scalable, repeatable technology-enabled services offering
- United sales and marketing silos and activities to support funnel development and accelerate the pipeline
- Provided sales enablement, coaching and support in the areas of tools, messaging, sales process, presentation skills, and utilizing marketing resources; developed and created effective job aids

### Epicor Software Corporation, Austin, TX | Jan 2013 – Dec 2014

#### Product Marketing Manager

- Directly responsible for design and execution of go-to-market plan for MES and EMI products for global ERP company.
- Served as the primary evangelist for the company's MES and EMI solutions and services
- Developed core messaging, created content, and produced high-impact collateral and thought leadership pieces
- Partnered with diverse field marketing teams to create region-specific programs and campaigns; ensured consistent promotion to target audiences
- Conducted competitive analysis and win/loss analysis
- Designed and authored sales enablement training program for internal sales and channel partners
- Crafted social media content to educate, and inspire target market to engage
- Active participant and contributor to recurring industry research focused on manufacturing operations management
- Collaborated with industry subject matter experts (SMEs) from many tech and consulting companies to research, educate, propose solutions, and support the global manufacturing community
- Represented the company at conferences and media and analyst briefings, with channel partners and customers

Diane I. Murray (continued)

**Solarsoft Business Systems, Toronto, ON | May 2010 – Jan 2013**

**Marketing Manager (Solarsoft acquired by Epicor in Oct 2012)**

Directly responsible for growing brand equity with consistent marketing execution for a global ERP company for the manufacturing sector.

- Created integrated marketing campaigns to discrete and process manufacturers that improved quantity and quality of prospects in the funnel and accelerated leads through the sales pipeline
- Authored C-suite executive briefs about the business value of MES, EMI, and ERP solutions
- Wrote timely, relevant blogs and multi-channel social media content
- Established and managed relationships with manufacturing industry analysts and journalists that restored corporate and product reputation
- Collaborated with competitors and analysts to conduct research in manufacturing
- Coached junior associates in the use of Salesforce.com and Marketo platforms for integrated marketing

**Informance International, Chicago, IL | Nov 2006 – May 2010**

**Marketing Manager (Informance acquired by Solarsoft in May 2010)**

Responsible for the development and execution of the strategic marketing plan; met sales funnel and pipeline demands.

- Created and executed integrated marketing campaigns to discrete manufacturers
- Produced marketing programs for channel partners and co-authored articles with them
- Recommended and implemented marketing automation platform: Vertical Response
- Grew prospect database organically and through list rental/purchases
- Curated marketing content; re-purposed material for online and social media use
- Administered Salesforce CRM infrastructure; trained and served as point of contact to all levels of the organization

**ADDITIONAL EXPERIENCE**

McAfee, Inc., Jan 2006 – Aug 2006

Technical Writer & Sales Training Developer

MINDFLOW Technologies, 2001 – 2005

Marketing Communications Manager

Volt Management Corp / FritoLay, 2000 – 2001

Domestic Engineering Department Coordinator

Metromedia Restaurant Group, 1997 – 2000

Leadership Development Coordinator

Mentor Graphics Corporation, 1995 – 1997

Event Coordinator

Alliance USA, 1994 – 1995

Print Media Production Manager, Convention Manager

Texas Update, Inc., 1986 – 1992

Senior Editor

Nimble Marketing Pro, 1986 – Present

Strategic Marketing Consultant and Content Developer

- Anderson Hanson Blanton (Dallas, TX)
- Church of St. Patrick (Sarasota, FL)
- Combinet (acquired by IBM)
- Enporion (acquired by GEP)
- Informance International (Chicago, IL)
- Inovis (acquired by GXS)
- Knights of Columbus (Sarasota, FL)
- Krista Software (Dallas, TX)
- LNS Research (Boston, MA)
- LVSI Consulting (Windsor, CT)
- My Resume Lady (Tulsa, OK)
- VitreosHealth (acquired by HMS Holdings Co.)
- Relationship Engineering Management (Ottawa,
- SageClarity (Chicago, IL)
- Sharp Edge Technology (Chicago, IL)
- Solve Maternity Homes (Bradenton, FL)
- The Red Checker (Tulsa, OK)
- ToCICO (non-profit of Dr. Ely Goldratt)