

# Ruth Barnes

Marketing Strategy and Communications

## Contact

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## Skills

Go-to-Market Strategy & Product Launches

Multi-Channel Campaign Execution

Brand Development & Rebranding Initiatives

Sales Enablement & CRM Tool Integration

Project Management

Global Marketing Operations & Standardization

Cross-Functional Team Leadership

Agency & Vendor Management

## Software

MS Office Applications - including PowerPoint, Excel, Word, SharePoint and Teams.

**Dynamic marketing professional** with a proven track record in crafting and executing high-impact messaging and strategies. Expert in driving brand awareness and solidifying market presence through innovative campaigns.

## Work History

2024-09 - Current	<div><b>Global Marketing Communications Manager</b> <i>Weatherford, Houston, TX</i><ul style="list-style-type: none"><li>Lead marketing strategy across global oil and gas markets, aligning commercial priorities with regional needs to drive stakeholder engagement, accelerate sales cycles, and support sustained business growth.</li><li>Collaborate with cross-functional teams to deliver targeted campaigns across business lines, resulting in a measurable increase in qualified leads and stronger engagement with priority audiences.</li><li>Execute global commercialization and content strategy for new products, streamline internal processes to improve time-to-market, and reduce resource spend through standardized workflows.</li><li>Direct strategic planning and support budget alignment for global conferences; organize targeted roadshows that generate significant potential revenue growth and enhance brand visibility and engagement across key markets.</li><li>Lead a company-wide sales enablement strategy focused on developing customer-centric value propositions, transition teams to value-based selling through targeted training programs, and drive cross-functional alignment.</li></ul></div>
2018-04 - 2024-09	<div><b>Marketing Communications Specialist</b> <i>SLB, Houston, TX</i><ul style="list-style-type: none"><li>Managed successful product and service launches by developing go-to-market strategies and positioning offerings for technical and commercial audiences, driving sustained growth in product inquiries across key regions.</li><li>Executed successful multi-channel campaigns that increased awareness and customer engagement, one of which was an online rebrand for water-based fluids that drove 506K+ impressions, a 0.89% CTR (93% above B2B benchmark), and 4,500+ YoY web sessions.</li></ul></div>

WorkFront

Asana

HubSpot

- Led sales enablement efforts for Well Construction division by implementing CRM-integrated tools that streamlined sales workflows and improved lead conversion, resulting in standardized adoption across global teams.
- Established a standardized product naming process across divisions, significantly reducing external branding expenses and eliminating reliance on outsourced workshops.

2010-01 -  
2018-04

**Supervisor Office Services**

*Schlumberger, Houston , TX*

- Coordinate and evaluate all office operations and provide support to create or modify procedures and policies.
- Act as facility HSE Manager conducting and coordinating safety checks, along with all other HSE functions to ensure compliance and continual improvement in HSE performance.

**Education**

2004-05

**Bachelor of Science: Political Science And Government**

*University of Houston - Houston, TX*

**Certifications**

Forrester B2B Marketing

Jan 2023