

LATOYA HODGE

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Summary

Collaborative leader with a record of success developing marketing communication plans aimed at growing brands, while delighting customers and partners. Excels at establishing high impact strategy aligned to organizational growth.

Professional Experience

Smart City, Orlando FL

01/24- Present

Director of Marketing

Hired by the Vice President of Sales and Marketing to design and execute a comprehensive marketing and communication strategy for Smart City, a fast growth regional service provider.

- Designs annual growth marketing plan, integrated campaigns, and programs to increase brand awareness, customer acquisition, and grow sales.
- Collaborates with sales and cross functional teams. Responsible for 30% of sales pipeline.
- Analyzes strategic campaigns, program KPI's, and translates findings to senior leadership.
- Develop the annual marketing budget and program performance dashboards.

Cappfinity, Orlando FL

01/21- 09/23

Global Head of Marketing

Hired by the Co-CEO and Cofounder of Cappfinity a fast growth SaaS HR organization to support market expansion, grow pipeline, and elevate the brand in North America. Promoted to global marketing leader in 2022 responsible for brand marketing programs, demand generation strategy, sales enablement, product marketing communications, and customer engagement. Provided program analysis and reports to senior leadership.

- Designed comprehensive growth marketing plan and demand generation strategy.
- Guided the multichannel marketing and communication strategy inclusive of digital advertising, social, events, podcasts, SEO, email campaigns, web, and content.
- Increased traffic to the new corporate website by 400%, lengthened sessions, and improved the quality of leads into CRM by 40%.
- Collaborated with sales and customer success teams to develop presentations, sales enablement events, and account based marketing campaigns such as the [Candidate-Driven Job Market](#) in partnership with YouGov and the Wall Street Journal.
- Increased Cappfinity's brand awareness and recognition via paid, owned, and earned media including: [The Wall Street Journal \(UVM: 25M\)](#), [Fast Company \(UVM: 2.6M\)](#) and [Good Day Chicago](#). Earned media increased online referrals to the corporate website by 40%.
- Coached and led a globally distributed high performance marketing team. Managed PR agency, contractors, and sales development representatives (SDRs).

Florida Consortium of Metropolitan Research Universities, Orlando FL

04/16- 01/21

Assistant Director, Marketing, Strategy, and Communications

Recruited and hired by the Executive Director of the Florida Consortium, an innovative partnership focused on strengthening Florida's talent pipeline and delivering high impact college to career solutions to over 170,000 students statewide.

- Designed marketing and communication programs that fostered brand awareness, community engagement, and increased investment.

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- Directed demand generation campaigns, strategic partnerships, and events that drove adoption of college to career solutions.
- Managed digital marketing agency and creative contractors.

Poly (formerly Polycom, Inc.) Orlando FL
Global Channel Marketing Communications Manager

01/11 – 12/15

Recruited and hired by the Vice President of Global Channel Marketing to lead strategic channel marketing, support wide-scale growth, and sales transformation. Led Polycom's global channel communication program; developed and executed targeted messaging to, through and for Polycom's global channel partner organization.

- Managed high profile global demand generation programs and to grow pipeline within key revenue contributing channel partners.
- Developed growth marketing plans inclusive of brand, product launches, lead generation, ABM campaigns, and sales development resources for Polycom's channel partners.
- Prepared channel marketing metrics report to capture and convey impact.
- Established Polycom's channel public relations program, elevated awareness of Polycom's brand and channel program, thought leadership, and differentiated go to market approach.

Agfa Corporation, Ridgefield Park, NJ
Marketing and Communications Manager, North America

01/08 – 1/11

Recruited and hired by the Marketing Director, North America. Led Agfa's growth marketing communications program.

- Developed growth marketing plans, product launch communications, sales development tools, and demand generation programs.
- Planned and guided Agfa's annual demand generation events to re-engage prospective customers, grow pipeline, and grow sales.
- Re-launched Agfa's customer loyalty program that grew pipeline by 25% for Agfa's award-winning high margin solutions.
- Managed creative team, PR agency, and exhibits consultant in North America a region that accounted for over 40% of Agfa's worldwide revenue.

Awards

- **CMO Huddles** [Top 101 B2B Marketing Influencers of 2023, 2022](#)
- **Polycom Star Award** Exceptional project management, Annual Channel Management Summit
- **Polycom Star Award** Exemplary implementation on Defy Distance, a SiriusDecisions award winning integrated growth marketing campaign.

Education

Master of Business Administration, (MBA)

Frank G. Zarb School of Business, Hofstra University, Hempstead NY

Business of Arts, (BA)

Georgia State University, Atlanta Georgia

Skills

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| • Brand Marketing | • Media & Public Relations |
| • Integrated Marketing Campaigns | • Digital Marketing & Communications |
| • Content Marketing | • Web and Email Marketing |
| • Competitive/Market Analysis | • Customer Engagement & Retention |
| • Program Management | • Search Engine Optimization |
| • Budget/Financial Accountability | • Team Building and Leading |
| • Salesforce CRM/HubSpot CRM | • Google Analytics- Monday |