

NANCY MILLHOUSE

Clinton, MA 01510 | C: 774-415-3909 | nmillhouse1@gmail.com

CONTENT MARKETING PROFESSIONAL

Successful B2B Fortune 250 corporation experience, with a strong track record of contributing to customer engagement and lead generation. Experienced in execution of both traditional and digital marketing content, including branding, campaigns, print collateral, white papers, blogs, website content and design, SEO, social media content, videos, trade shows and customer events. Strategic planning and development experience. Keen eye for design. Developed go-to-market strategies for new product portfolios. Skilled in distilling complex technical data into a compelling message. Demonstrated experience in moving the target audience from think, to feel, to do.

SKILLS

- Written/verbal communications
- Creative messaging/storytelling
- Brand strategy
- Social and paid media
- Data/metrics-driven
- Technical product messaging
- Email and campaign planning
- Digital experience

EXPERIENCE

11/2015 to Current

Content Director

IBM

- Content lead for major product line, driving consistent increase in validated pipeline.
- Drove the planning and execution of digital marketing campaigns, including content design and creation, as well as day-to-day edits.
- Created, socialized and executed four or more new campaigns annually, with positive results in traffic, engagement and conversion.
- Wrote and produced thought leadership content such as whitepapers, eBooks and blogs.
- Wrote and produced or edited paid media content, explainer videos, discover-stage videos, assessments, interactive assets, nurture campaigns and solution briefs.
- Wrote website content and worked with teams to build wireframes and SEO recommendations.
- Editor of WordPress blog.
- Wrote or ghost-wrote three+ posts/month.
- Introduced voice of customer program and helped build newsletters for user communities.
- Led sales enablement efforts for inside and outside sales.

03/2015 to 11/2015

Brand Journalist

EATON CORPORATION

- Created and wrote marketing collateral, press releases and social content in support of Industrial Division sales.
- Executed high-value and high-velocity campaigns in support of Industrial Division products.
- Ghost-wrote blogs for three senior managers.

03/2014 to 01/2015

Brand Journalist

LINCOLN ELECTRIC

- Wrote, edited and art-directed Definitive Guide to Welding Automation, a 36-page technical overview that was the hero asset of the campaign.
- Completed project on time and on budget.
- Wrote, project managed and art-directed series of six technical brochures to be used as capabilities pieces for the automotive industry.

11/2004 to 01/2014

Marketing Manager

THERMO FISHER SCIENTIFIC

- Wrote and managed production of digital and traditional content, including campaigns, print collateral, white papers, blogs, website content and design, SEO, social media content and videos.
- Directed efforts for re-branding of business unit to reflect total solution service offerings.
- Responsible for positioning, marketing strategy and product launches.
- Led launch of 3 strategic product lines and 70+ products.
- Developed and executed marketing strategies for product and brand introduction through marketing collateral, webinars, sales training and trade shows.
- Led global, cross functional teams including Product Management, Marketing Communications and technical representatives from product manufacturers.

EDUCATION AND TRAINING

Wharton Business School Executive MBA Certificate in Marketing

Marketing, Management, Sales, Public Speaking, Leadership, Time Management, Computer Skills, Process Improvement, Agile Badge, Cloud

B.A: Chemistry, Math and Scientific Russian

ADDITIONAL INFORMATION

- Full scholarship, 2 competitive national scholarships, National Merit semi-finalist
- Monsanto fellowship, internships at Mallinckrodt Inc. and B.F. Goodrich
- Thermo Fisher Scientific Impact Award
- IBM Manager's Choice Award
- Courses in Marketing, Management, Sales, Public Speaking, Leadership, Time Management, Computer Skills, Process Improvement, Agile Badge, Cloud