



Elle Pierce

Power Skills Portfolio



ellemariepierce.com



Introduction



With over 15 years of progressive experience, I've:

- **Led strategic initiatives with C-Suite executives, yielding cost savings, enhanced communications, and reduced turnover.**
 - **Secured multi-million dollar contracts for tech and consulting firms.**
 - **Transformed small businesses into multi-million dollar entities through organizational development.**
 - **Surpassed contract renewal targets by \$1M while managing remote enterprise client support.**
 - **Directed global marketing, generating \$2M revenue and \$7M pipeline in H1 2021.**
 - **Managed \$80M budget portfolio in medium-sized business unit.**
 - **Exceeded goals by \$5M through strategic client engagement and offshore team management.**
 - **Revolutionized remote worker career counseling and became a scrum master.**
 - **Successfully onboarded over a dozen clients onto HubSpot, running concurrent content marketing campaigns.**
 - **Won over \$100M in revenue through proposals and business reviews in public and private sectors.**
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Education & Certifications



Certified Capture Manager (CCM) - 2023
Government Contractor's Association



SHRM Certified Professional (SHRM-CP) - 2022
The Society for Human Resources Management



Master of Art in Psychology - 2018-2020
Pepperdine University



Social Marketing Certification - 2018
HootSuite



Google Ads, Google Analytics - 2016-2018
Google



Inbound, Content, Social Media, Sales Hub and Software - 2014-2019
HubSpot

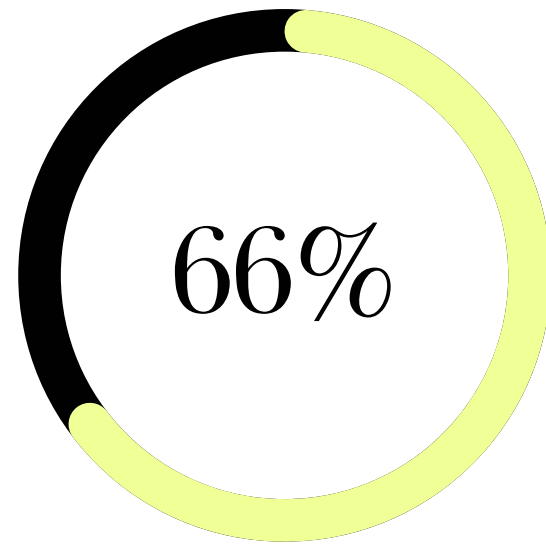


Bachelor of Science in Business Administration, Marketing - 2005-2008
DeVry University

Executive Power Skills

Passionate Team Manager with strong Operational aptitude and expert-level experience in Technical Implementations.

The numbers below represent the % of my career I've practiced the specific power skill.



Team Manager
10+ Years



Technical Project
Manager
15+ Years



HR Program
Manager
15+ Years

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Team Manager Timeline

2008

2009-2010

2011

As the Executive Assistant at UL Solutions, I **led a team of 5 Coordinators in driving transformative initiatives** that elevated operational excellence and ensured client satisfaction.

Our commitment to efficiency was highlighted by the streamlining of board book preparation, which earned praise from our CEO for its seamless processes.

But it wasn't just about the numbers – I prioritized our team's well-being by spearheading employee retention initiatives, resulting in a significant reduction in turnover from 6% to 1% within a year.

Additionally, the implementation of SharePoint revolutionized our internal communication and productivity, fostering a more cohesive and collaborative work environment.





Team Manager Timeline

2016

2017

2018

At DemandGen, I managed a **US-based virtual team of 3 Production Specialists**, each with unique personalities, skill levels, and motivations. Understanding the critical role of tailored management in team performance, I dedicated time to get to know each team member personally. This included their work preferences, strengths, weaknesses, and career aspirations.

By adapting my management style to fit each individual's needs, I was able to effectively motivate and support them through our intense workload. For example, one team member thrived under more structured guidance and regular check-ins, while another simply needed a space to voice their daily challenges and receive encouragement. Meanwhile, recognizing another team member's potential and ambition, I facilitated opportunities for her growth, which led to her promotion.

This approach not only helped each team member achieve their specific goals, as tracked and encouraged through the TinyPulse platform, but also fostered a positive and productive team environment. The impact of these personalized management strategies culminated in a significant acknowledgment during a company meeting, where one of the team members publicly recognized me as the **best manager they had ever had**.





Team Manager Timeline

2020

2021

2022

Building High-Performance Demand Generation Teams

As a leader, I thrive on building and fostering a successful team. At both Duetto and NielsenIQ, my role included **managing virtual teams of 3 Demand Generation Managers**, where I focused on empowering them to achieve outstanding results.

At Duetto, I spearheaded the orchestration of omnichannel campaigns, **leading the team to deliver \$1.4 million in revenue and a \$6.4 million pipeline within just 7 months**. This achievement highlights our combined ability to identify strategic opportunities and execute impactful campaigns.

At NielsenIQ, We strategically **developed an \$80 million book of business** targeting 231 medium-sized accounts. This success stemmed from customized marketing campaigns, effective SDR outreach programs managed by the team, and high-level executive engagement facilitated by my leadership.

duetto

 NielsenIQ



Team Manager Timeline

2022

2023

Leading a Global Virtual Team of 17 Managers and Specialists

At WPP, I thrived on building and empowering virtual teams to achieve outstanding results. **Leading a team of 6 Campaign Managers, 2 Project Managers, and 9 Implementation Specialists**, I fostered a collaborative environment that delivered exceptional client service and drove significant growth.

One challenge involved a \$300k account struggling due to inefficient communication and outdated project management tools. I spearheaded a solution with my team, implementing Zoho and SharePoint to enhance clarity and coordination across the offshore and US teams. Additionally, I established clear communication protocols with the client and team leads, ensuring a consistent approach.

My leadership style focuses on empowering individuals, fostering collaboration, and driving results. The achievements of these virtual teams exemplify the impact of a strong manager.

WPP

Testimonials



My Manager at DemandGen



John Bokelmann · 1st

Digital Marketing Executive • Demand Generation Strategy & Management • Team Leader & Mentor

November 8, 2021, John managed Elle directly

Elle is a dedicated and results-driven marketing professional with a wealth of experience. In the time that I worked with her, she always delivered innovative, forward thinking marketing strategies that positively impacted the clients she supported. She is well organized, always willing to learn, and builds great relationships with clients and direct reports alike.

My Direct Report at Duetto



Elluz Polanco · 1st

Regional Marketing Events Leader, NA at Culture Amp

November 8, 2021, Elluz reported directly to Elle

I had the pleasure of working with Michele at 2 companies, first as teammates and, because I had such a wonderful experience working with her, I took the offer to report directly to her.

Michele is a gifted leader with great people skills, a talented professional and an amazing friend. Because of her many years of experience in different areas of marketing such as Demand Generation and ABM, Michele knows a variety of creative and innovative methods of campaign and program creation and, most importantly, she ensures you learn from her.

Her calming personality makes you feel completely comfortable around her. She is a great listener, encouraging, positive person and always has your back. She is one of the best people I have ever met and worked with. If you are looking for someone to bring the best out of your team, inspire and mentor them, I highly recommend Michele.

A Little Feedback can go a long way

"Thank you to ALL!!! I know this is totally out of the ordinary and not within your normal responsibility. But, seriously, all of you are stepping up to help us and WDC in general, to complete this task to be shown as a leader in what we do! Thank you so very much for your support!!!"

Charlene Wan

CARING

We genuinely care about the success of our clients and our teammates.

Michele Gourdine

is hereby recognized

"Michele and Beverly went above and beyond supporting GE Oil & Gas recently. In mid-January they put in extra effort to get 3 existing nurture campaigns running correctly for GE. During this work, they noticed that engagement was non-existent so Michele and Beverly brainstormed internally on ways to improve engagement for the nurtures. They presented a very detailed plan for promotional tactics to Dana at GE who liked the ideas they came up with. The plan was implemented for one of the campaigns as a pilot to test the plan and the results have been very impressive, from zero MQLs to 12 MQLs in just three weeks. Michele and Beverly continue to help Dana optimize the nurture campaigns and are reporting the results monthly."

PRESENTED BY JOHN BOKELMANN

ON THIS DAY OF FEBRUARY 24, 2017

"I really like this summary because I can see the trend also. Thanks Michele!"

Chloe Feng

"Thank you, Michele, for the report and clarification. Very helpful."

Charlene Wan



HR Programs & Technical Implementations Timeline

2008

2009

2010

As the manager of Greenguard.org's product guide, I utilized my expertise in CMS and HTML coding to maintain dynamic and engaging content. By implementing a systematic approach to updates, including rigorous QA processes and client collaboration, we achieved a remarkable 100% client retention rate. This success not only solidified our client base but also prompted a strategic shift within our organization, prioritizing website listings as our key selling point.

I played a key role in revolutionizing internal communication and productivity by spearheading the implementation of SharePoint. By collaborating closely with the IT department and restructuring communication processes, we achieved a 100% success rate in sharing critical updates and significantly increased productivity and team cohesion.

Led employee retention initiatives that reduced turnover from 6% to 1% within a year, addressing morale issues through innovative programs such as company field days, holiday parties, and educational sessions. These initiatives fostered a sense of community and appreciation among employees, leading to a more engaged workforce and a positive shift in company culture.



HR Programs & Technical Implementations Timeline

2011

2012

2013

Identified an opportunity to improve our internal and external communications by launching a company newsletter. By segmenting contact lists and creating standardized email templates, we tailored our messaging effectively, resulting in an open rate surpassing the industry standard. This data-driven approach reinforced the importance of targeted, well-designed communications in engaging diverse audiences.

Led the development and launch of a new website on Accrisoft CMS, focusing on structural design, digital asset management, SEO optimization, and launch promotions. These efforts led to a remarkable 300% increase in website traffic, significantly enhancing our digital presence and engagement.

By analyzing an underperforming Eloqua email program, I identified opportunities for improvement and recommended changes like new templates and optimized send times. Leading the program overhaul and training additional support, I transformed it into the company's most profitable B2C program, known for generating consistent leads.



HR Programs & Technical Implementations Timeline

2014 ————— 2015 ————— 2016

By creating recruitment materials that captured our company's "Think Bigger" spirit, I sparked a company-wide rebranding. Collaborating with executives, we launched a fresh, cohesive new website in under a month, attracting rave reviews and solidifying the brand's impact on both recruitment and overall identity.

As a HubSpot Consultant, I delivered seamless onboarding (0% downtime) for 2 marketing agencies and their varied clients (healthcare, tech, B2C, education). My expertise in HubSpot and strategic marketing fueled a \$2M+ increase in their pipeline within 30 days, and I propelled a 400% client base growth for one agency. Furthermore, I doubled website traffic (60,000 monthly visits) for another client through SEO and ghostwritten content that drove significant sales growth for 15 clients, including 5 sales in a single day for one.

As a team leader, I spearheaded a production specialist team that smashed client renewal goals by \$1 million in just 6 months. My focus on process optimization not only ensured 100% employee goal attainment but also empowered 66% of my team to achieve promotions, demonstrating both team success and individual growth.



HR Programs & Technical Implementations Timeline

2017 ————— 2018 ————— 2019

As a strategic HR leader, I tackled high new hire turnover by revamping the onboarding experience. This resulted in a stellar 0% turnover rate in the first year, exceeding industry standards.

Furthermore, I implemented data-driven hiring practices using scorecards and personality assessments. This not only streamlined the process but also achieved 100% hiring manager satisfaction, ensuring we found the perfect fit for each role. Beyond just hiring, I championed a comprehensive performance review system with 360-degree feedback. This fostered a culture of fairness and merit-based growth within the company. My focus on retention and development, even with sensitive cases, helped employees not only stay but also thrive, demonstrating the power of investing in employee success.

As a HubSpot expert, I led numerous companies across industries through seamless migrations from their old platforms to HubSpot.

But it wasn't just about the tech - I provided deep platform guidance, ensuring optimal marketing processes with zero downtime during transitions. My expertise helped clients tackle challenges like field mapping, dashboards, and lead nurturing. Beyond migrations, I thrived on diverse projects. For a non-profit, I produced impactful video content showcasing their work. I crafted target personas for an online pharmacy, wrote informative ebooks for a wealth management firm, and built lead nurturing strategies for a travel agency. For a toy company, I even managed their SEO and PPC campaigns, driving significant visibility and engagement.



HR Programs & Technical Implementations Timeline

2020

2021

As a Marketing Operations leader, I revitalized our strategy through a comprehensive tech stack audit. This exposed critical gaps and led to a redefined HubSpot methodology. Notably, I resolved long-standing Salesforce-HubSpot integration issues, achieving seamless data flow between the two platforms for the first time.

Beyond integration, I revamped our HubSpot setup and developed a new campaign management process, streamlining workflows and boosting campaign effectiveness. Additionally, I successfully managed a Demand Generation Lead, building a robust lead management framework in HubSpot. This enhanced lead generation and nurturing, contributing to a more cohesive marketing operation.

As Head of Demand Generation, I spearheaded a data-driven omnichannel strategy that propelled significant growth. Within 7 months, we achieved \$1.4M in revenue and a thriving \$6.4M pipeline.

Precision targeting through ABM initiatives fostered deeper connections. A meticulously crafted email campaign exceeded expectations by 300x, garnering 600 event registrants. Similarly, ABM efforts secured 30 webinar attendees within a week.

Beyond online strategies, I prioritized building relationships. Innovative platforms like Postal.IO for virtual events and Sendoso for gifting fostered audience connection. Branded swag boxes distributed through Sendoso led to a remarkable \$250K in sales for a single salesperson.

This ability to leverage data, innovative methods, and build relationships sets me apart. I consistently exceed expectations and drive tangible results.



HR Programs & Technical Implementations Timeline

2021

2022

As a Learning and Development (L&D) leader, I championed a user-centric approach during a critical Microsoft Dynamics implementation. While managing a Demand Generation team through a transition, I spearheaded collaboration with L&D and change management to conduct thorough User Acceptance Testing (UAT).

Through iterative testing and feedback loops, we ensured the system aligned with operational needs and minimized disruption. This proactive approach mitigated risk and streamlined user adoption, ensuring a smooth transition for all stakeholders. My leadership in this project exemplifies my ability to bridge the gap between technical solutions and human-centered change management, fostering user buy-in and maximizing the impact of new technology.

As an HR leader and team leader, I spearheaded a comprehensive onboarding program to accelerate new marketing hires' effectiveness and foster a strong sense of belonging.

The program revolved around a meticulously designed 90-day plan, ensuring new hires had a clear roadmap for success. This included in-depth technical training to empower them with the tools they needed to excel. But it went beyond the technical. I curated content that provided rich company background and product knowledge, allowing new hires to confidently represent our brand.

Understanding the importance of integration, I facilitated introductions to key stakeholders, fostering internal connections and aligning new hires with our strategic vision. To further ease the transition, the program incorporated structured job hand-offs and an onboarding buddy system. Each new hire was paired with a seasoned team member for guidance, support, and a friendly face in the first few months.



HR Programs & Technical Implementations Timeline

2022

2023

Client Services Rockstar: Exceeding Goals and Saving Accounts

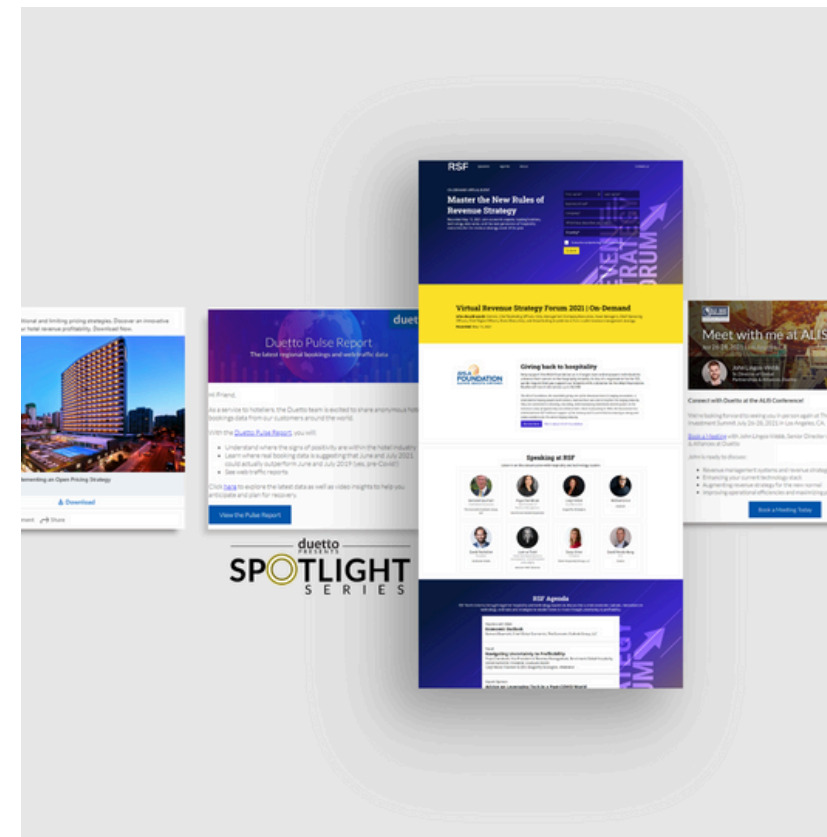
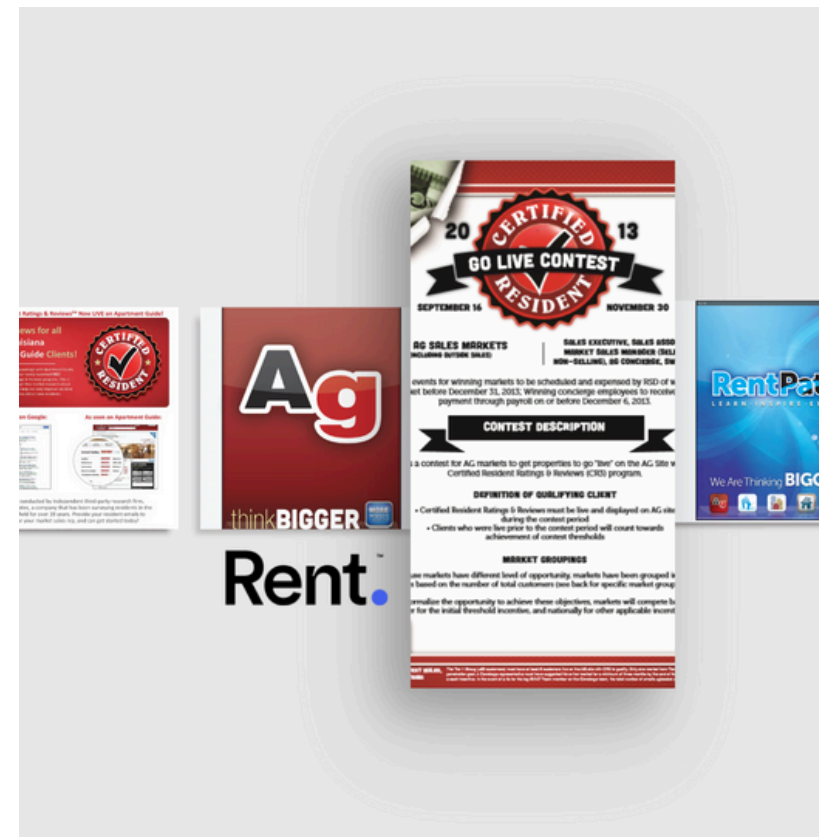
As Client Services Director, I led an offshore team for a \$5M enterprise client portfolio, exceeding goals by an impressive \$5M. This success stemmed from strategic client engagement and marketing efforts, including crafting compelling Account Plans, Quarterly Business Reviews, and Proposals. My expertise spanned managed services, technical implementations, AI integration, marketing automation platforms (Braze, Eloqua, Wrike), and lead management frameworks. I also ensured client satisfaction through meticulous contract management, budget control, and global team coordination, all while driving error-free production.

Beyond exceeding targets, I tackled a challenging scenario with an at-risk account. Quick action and internal QA process improvements, coupled with weekly utilization tracking, addressed critical issues. Meticulous project management and collaboration led to a successful WordPress migration, proving our ability to deliver under pressure. To further enhance performance, I implemented dashboard reports and QA checklists, improving visibility and project control.

My proactive approach salvaged the account, securing a \$400k renewal without a competitive RFP. This demonstrated our commitment to flawless production and client satisfaction. Furthermore, I facilitated a smooth transition for a new Client Manager, showcasing my adaptability and dedication to client success. I'm a leader who not only meets goals but also builds lasting client relationships, even when faced with challenges.

See more results in my Projects Portfolio

on ellemariepierce.com






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Let's Work Together


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