



# CHRISTY BROWN

MARKET  
MAXIMIZATION  
MANAGER

## CONTACT

407.670.4664

CRBROWN123@GMAIL.COM

WWW.CHRISTYRBROWN.COM

## PROFILE

Marketing professional with a market-first approach to business. Achieves company sales and marketing KPIs by leverage research, industry knowledge, and company goals to create comprehensive market strategies. Success in market management, branding, demand generation, and customer relations.

## EXPERIENCE

### DAXKO | NOV. 2017 - PRESENT

#### NONPROFIT MAXIMIZATION MANAGER | MAY 2020 - PRESENT

- Develop and implement annual strategy for the nonprofit market to achieve market ownership
- Support Brand Managers in translating annual strategy into marketing campaigns that deliver marketing pipeline
- Partner with Sales to deliver \$10.1M in sales bookings for 2020
- Partner with Product to identify new markets and segments to expand current suite of solutions
- Report marketing success monthly and quarterly to the board of directors and senior leadership team
- Create quarterly market report to board of directors and senior leaders identifying competitors, promoters, and market influencers

#### DEMAND GENERATION MANAGER | FEB 2019 - MAY 2020

- Generated 171% of my annual marketing pipeline goals resulting in \$7.8M in SQLs in support of 7 different products and services
- Partnered with Sales to achieve 98.6% of sales booking goals resulting in \$2.97M in bookings through sales enablement, trainings, and collaborative strategy
- Planned, executed, and host 6 regional customer events with an average NPS of 70 in partnership with Sales, Services, and Product
- Managed the go-to-market strategy and execution of 4 new solutions

#### ENGAGEMENT CONSULTANT | NOV. 2017 - FEB 2019

- Manage the implementation of Daxko Engage and Daxko Mobile customers receiving an average post-launch customers score of 9.71 out of 10
- Consult on Daxko Engage customer usage in order to increase system adoption and retention including the management of 73 System Audits and 14 adoption projects 34 newsletters
- Cross-Collaborate with teams including the launch of the Daxko Help Center, updating sales decks, hosting product webinars.

#### DIRECTOR OF COMMUNICATIONS & MARKETING

#### ATKINS EDUCATIONAL FOUNDATION | OCTOBER 2018 - PRESENT

- Design and enforce the Atkins Educational Foundation branding guidelines
- Create and manage the Atkinsef.org website and scholarship submission process
- Create marketing collateral including scholarship fliers and booklets provided to school guidance counselors and teachers to inform students about the scholarship

## EDUCATION

#### AUBURN UNIVERSITY | AUBURN AL | MAY 2017

Bachelors of Arts in Public Relations

Minor in Spanish

#### PUBLIC RELATIONS INTERNSHIPS

CMT/Viacom Networks

Auburn Office of Communications and Marketing

## SKILLS

**DESIGN:** Photoshop, InDesign, Illustrator, Premier PRO, Canva

**EMAIL MARKETING:** Hubspot, Mailchimp, Pardot

**WEBSITE MANAGEMENT:** Wordpreses, Wix, HTML/CSS

**SOCIAL MEDIA MANAGEMENT:** Hootsuite, CoSchedule, Later

**LEAD MANAGEMENT:** Salesforce, Hubspot, Conversica AI