

Laura Dodds
Director of Marketing
laura@lauradodds.com | lauradodds.com
Houston, Texas | 512.297.3365

Experienced and results-driven marketing leader with a passion for B2B technology. Proven track record in creating innovative strategies and producing exceptional growth. Motivated to leverage my expertise to lead marketing initiatives, support business goals, and drive results for your company.

EXPERIENCE

Marketing Director

Jan 2023 - April 2024

Impero Software | Houston

Hired as the Sr. Manager of Demand Generation, I quickly rose through the ranks and transitioned the B2B SaaS Marketing Team from sales-led projects to fully integrated marketing strategies.

- Coached a team of 8 Marketing Managers and Specialists to strategically plan and execute regional and product-specific marketing campaigns, focusing on customer acquisition
- Established best marketing tactics for all critical marketing team functions including paid search strategy and content optimization
- Achieved OKRs aligned with business objectives consistently across products and regions
- Planned field marketing and event programming, including presence at 40 global trade shows and events
- Generated pipeline TCV of \$13.3 million in new business during 2023
- Generated over 7,500 MQLs in 2023, with an average TCV that was 267% higher than the overall company average, with a focus on conversion rate optimization and performance metrics
- Used data-driven approach to prepare and oversee a yearly \$1.5 million sales and marketing budget
- Implemented tracking to provide comprehensive marketing data and ROI tracking for the first time in the company's history, allowing the team to analyze marketing efficiency
- Successfully completed a migration between marketing automation platforms and CRM systems for improved data fidelity and cost savings
- Reviewed data insights to identify opportunities for improvement of key marketing channels
- Collaborated with B2B Sales Leadership to improve accountability and team dynamics between departments
- Worked side-by-side with product team to produce messaging strategies and product marketing materials crafted for one of 3 target markets

Marketing Director

Feb 2022 - Sep 2022

VIRTUALhaus | Houston

First strategic marketing hire brought on to establish performance marketing department and lead go-to-market initiatives for innovative seed-stage SaaS startup.

- Spearheaded new marketing department and managed multiple projects for business operations and go-to-market strategies (GTM) for a seed-stage startup
- Produced comprehensive go-to-market strategies for potential funded and non-funded scenarios
- Planned a \$1.5 million, 18-month marketing budget to support initiatives
- Led design and content creation for funding pitch decks, sales decks, and grant applications
- Created brand guidelines for marketing initiatives and app development
- Established quarterly and monthly OKRs, compiled reports based on KPIs
- Executed website overhaul including copy, design, and development in 2 months
- Implemented support strategy using Intercom for improved customer experience
- Authored, designed, and published over 20 knowledge base articles, including technical aspects of product, for user support
- Organized PR resulting in 2 articles and a speaking session at national convention in 3 months

Marketing Director & Co-Founder

Feb 2019 - Mar 2022

Bluberry Creative | Houston

Co-founded a leading B2B and B2C marketing agency specializing in beautiful design, compelling storytelling, and cutting-edge digital strategies to enhance client engagement.

- Coached a team of 4 in producing and implementing complete strategies across the digital marketing mix for over a dozen clients, while prioritizing their professional development
- Developed marketing strategies across a wide variety of marketing channels tailored to clients' growth and business objectives
- Developed and managed campaigns encompassing social media, email marketing, content creation, white papers, and online advertising
- Spearheaded demand gen strategies and managed client relationships to drive business growth

Digital Marketing Strategist

Sep 2018 - Feb 2019

CEMEX | Houston

Strategized the organization's varied efforts to utilize digital marketing to control brand messaging and client communication.

- Oversaw digital marketing, online presence, and brand marketing for multiple logos within the company
- Successfully launched new products to expand the company's offerings to target markets
- Supervised agencies and contractors for content production, paid media, traditional marketing, and more
- Created comprehensive local and national campaign strategies and assets across various digital platforms
- Prepared and analyzed reports for primary stakeholders to optimize digital marketing efforts

Digital Marketing Specialist

Jan 2018 - Sep 2018

Equipment Depot | Houston

Managing and implementing the company's efforts to leverage digital marketing to improve lead generation.

- Collaborated with and provided guidance to multiple agencies and contractors
- Produced local and national digital marketing strategies and assets including emails, social, content, paid media, and website content
- Managed national Google ad and social ad campaigns, backed by thoughtful keyword research

Marketing Associate

May 2017 - Jan 2018

AMD Global | Houston

Social Media Strategist

May 2016 - Apr 2017

Signet Interactive | Houston

Marketing Specialist

May 2015 - May 2016

RED Labs | Houston

EDUCATION**University of Houston**

Bachelor of Business Administration Marketing & Entrepreneurship

Wolff Center for Entrepreneurship

GPA 3.8

CERTIFICATES**Google AdWords Certification** from **Google****Google Analytics Certification** from **Google****ABM Certification: Advanced** from **Demandbase****SaaS Marketing: SaaS Startup Lead Generation Lean Startup** from **Udemy**