

# Laura Dodds

## Marketing Director

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Experienced and results-driven marketing executive with a passion for B2B technology. Proven track record in creating innovative strategies and producing exceptional growth. Eager to leverage my expertise to lead marketing initiatives, support business goals, and deliver sustainable growth.

## Work Experience

### Director of Marketing

Jan 2023 - Present

*Impero Software | HOUSTON*

Initially hired as the Sr. Manager of Demand Gen, I quickly rose through the ranks and transitioned the B2B EdTech Marketing Team from sales-dictated initiatives 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 lead generation
- Established best marketing processes for all critical marketing team functions
- Prepared and presented regular reports and data analytics to the C-Suite and Board Members
- Achieved OKRs aligned with business objectives consistently across products and regions
- Planned presence at 40 international and domestic 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
- 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 for improved data fidelity and cost savings
- Reviewed data insights to identify opportunities for continuous improvement of key marketing channels
- Collaborated with Sales Leadership to build trust and improve accountability and team dynamics between departments
- Worked side-by-side with product team to produce messaging strategies and 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 marketing department and lead go-to-market initiatives for innovative seed-stage SaaS startup.

- Spearheaded new marketing department and managed multiple projects development of 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
- Built and successfully launched a new marketing department
- Established quarterly and monthly OKRs, compiled reports based on KPIs

- Executed website overhaul including copy, design, and development in 2 months
- Implemented customer support strategy using Intercom
- Authored, designed, and published over 20 knowledge base articles for user support
- Organized PR efforts resulting in 2 articles and a speaking engagement at a national convention within 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 marketing mix for over a dozen clients, while investing in their professional development
- Managed marketing operations in a dynamic environment with both remote and in-person team members
- Achieved yearly revenue exceeding \$100, 000, leading to sustained profitability from the company's inception
- Delivered strategic marketing plans across a wide variety of digital marketing platforms tailored to clients' growth and business objectives
- Oversaw website development, branding, and logo design for a portfolio of 10 clients
- Developed and executed comprehensive digital marketing initiatives encompassing social media, email marketing, content creation, white papers, and online advertising
- Spearheaded lead generation and sales processes 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 image and client communication.

- Oversaw marketing, online presence, and branding initiatives for multiple brands within the parent company
- Successfully launched new products to expand the company's offerings to target markets
- Supervised various agencies and contractors for content production, online ads, retargeting, 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 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 in a highly competitive B2B industry.

- Collaborated with and provided guidance to multiple agencies and contractors
- Produced local and national marketing strategies and assets including emails, social, content, search ads, and website content
- Managed national SEM and social ad campaigns
- Utilized SEO strategies to reestablish the website in search rankings after content overhaul

## **Core Skills**

Drive Growth, Campaign Optimization, Competitive Analysis, Content Marketing Strategy, Continuous Improvement, Cross-Functional Collaboration, Data Analysis, Key Performance Indicators, Market Research, Paid Advertising, Strategic Direction, Team Management, Strategic Thinker, Project Management, Analytical Skills, Analytical Thinking, Flexibility, Strategy Development

## **Education**

## **University of Houston**

**Bachelor of Business Administration** Marketing & Entrepreneurship

GPA 3.8

## **Certificates**

### **Google AdWords Certification**

*Google*

### **Google Analytics Certification**

*Google*

### **ABM Certification: Advanced**

*Demands Base*

### **SaaS Marketing: SaaS Startup Lead Generation Lean Startup**

*Udemy*