



# HEATHER SUTTON LODGE

DIGITAL MARKETING STRATEGY,  
BRANDING AND MARKETING OPERATIONS

HEATHERLODGE.NET

## HOW I THINK

[BLOG] Pivot, Adapt, Evolve: Digital Marketing in a COVID-19 World

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## QUALIFICATIONS

- 10 years digital marketing experience in agency, B2B, corporate and non-profit settings
- Experience managing digital marketing teams
- T-shaped marketer: knowledge of a wide range of digital tactics with expertise in marketing strategy and roadmap development

## CERTIFICATIONS

### HubSpot

- Inbound Marketing Certification
- Content Marketing Certification
- Email Marketing Certification

### Google

- Google Analytics Individual Qualification (planned for 2020)

## SOFTWARE

### CRM / Marketing Automation

HubSpot | Marketo | Pardot  
Salesforce | Microsoft Dynamics

### CMS

Wordpress | SiteCore | Wix | Craft

## EDUCATION

### University of Tennessee, 2010

Bachelor of Science, Communication  
Summa Cum Laude

## SPECIALTIES



DIGITAL STRATEGY



MARKETING AUTOMATION



LEAD ACQUISITION



PROCESS IMPROVEMENT

## WORK EXPERIENCE

### FUOCO

DIGITAL MARKETING MANAGER, NOVEMBER 2019 - PRESENT

- Build robust B2B digital strategies and inbound programs to kickstart clients' lead generation capabilities
- Perform comprehensive digital landscape audits to surface mission-critical recommendations and long-term opportunities for optimization
- Develop customized marketing roadmaps to help clients establish a digital foundation and align content to the buyer's journey
- Make recommendations for developing optimized marketing/sales funnels (i.e. lead stage definitions, lead scoring criteria, data collection requirements, lead flow and SLAs)
- Use data-driven insights to identify whitespace in the market and drive business growth
- Build brand messaging testing models, outlining best practices, test elements, recommended budget and tiered approaches
- Leverage pillar content strategies, starting with existing assets to maximize the value of the client's content investment
- Draft web development plans, wireframes and mockups for WordPress websites
- Develop agency's quarterly marketing roadmap to elevate fuoco's brand presence, reputation and share of voice

### ASURION

DIGITAL MARKETING MANAGER, JANUARY 2018 - NOVEMBER 2019

#### **Piloted the first in-house frontline marketing campaign for Sprint**

- Drove 1,056 conversions in 10 days (75% of these were directly influenced by marketing)

#### **Led the implementation and optimization of Avature CRM**

- Helped build email nurturing/automation workflows
- Continually optimize to meet team needs - workflows, data management, lead flow, forms, list builds, opt ins

## RESPONSIBILITIES

- Lead the digital marketing team, building Asurion's employer brand and driving TOFU leads
- Build inbound marketing campaigns that drive highly-qualified traffic to the website
- Maintain website roadmap to improve UX, rank highly in search engines and convert leads
- Oversee a library of persona-based content that aligns to the candidate lifecycle and establishes Asurion as a thought leader
- Analyze campaign performance with a strong focus on conversion metrics, such as percentage of net new leads, lead-to-MQL ratio and lead acquisition
- Work cross-departmentally and with outside vendors to grow our tech stack, build capacity and execute reporting

2017-2018

## DIRECT ENERGY BUSINESS

DIGITAL MARKETING STRATEGIST, MARCH 2017 - JANUARY 2018

- Served as project manager for all small business lead generation campaigns. Presented campaign strategy to project team, collaborated with digital specialists, oversaw tasks, monitored progress, conducted asset reviews and ensured adherence to deadlines.
- Implemented marketing automation practices via Marketo, including segmentation building, smart lists, triggers, A/B testing, personalization and Salesforce data sync. Provided support for progressive profiling and lead scoring strategies.
- Executed nurturing campaigns that attracted new leads and converted them to MQLs
- Drove adaptation of interactive content practices within the marketing department
- Analyzed campaign performance with a strong focus on conversion metrics, such as percentage of net new leads, lead-to-MQL ratio and new customer acquisition

2014-2017

## TRIMECH

SENIOR MARKETING SPECIALIST, MARCH 2014 - MARCH 2017

- Developed and executed comprehensive B2B marketing strategy for the nation's largest engineering software provider
- Leveraged results-driven inbound marketing tactics to generate new business and nurture existing customers
- Coordinated with the engineering team to develop technical content, including videos, case studies, whitepapers and technical guides
- Oversaw website development and rebranding, including all associated landing page design and emails
- Drove traffic to our website through ongoing keyword optimization, PPC and blogging
- Maximized marketing automation tools by setting up software integrations

2010-2014

## METROPOLITAN DRUG COMMISSION

MEDIA RELATIONS & PROJECT DIRECTOR, MAY 2010 - MARCH 2014

- Secured one of only five federal grant awards to fund the Substance Abuse and Mental Health Services Administrations' national underage drinking prevention media campaign
- Developed MDC's first strategic communication plan
- Increased media placement by more than 68 percent between 2010 and 2011
- Oversaw major redesign of MDC's ALERT newsletter
- Developed content for a special 8-page Sunday insert in Knoxville's largest daily newspaper
- Managed two website overhauls, recommending changes to structure, design and navigation
- Oversaw brand development for the East Tennessee Drug Prevention Partnership