

NICOLE LEFFER

nicole@nicoleleffer.com ~ [LinkedIn](#) ~ ✓ Fully Vaccinated & Boosted

HIGHLY STRATEGIC & DATA-DRIVEN MARKETING LEADER WITH EXPERTISE IN:

SaaS – Product-Led Growth (PLG) - Recurring Revenue – E-Commerce & Self-Service – Leveraging AI In Marketing
Growth Marketing - Product Marketing - Demand Generation & Capture - Performance Marketing – Brand Marketing
Content Marketing - Email Marketing – Event Marketing – Customer Marketing – Retention Marketing – Sales Enablement
Generative AI - Marketing Automation - Segmentation & Targeting - A/B Testing & Experimentation - CRO – Video
Social Media (Organic & Paid) - SEM / PPC – Strategic Planning – GTM Strategy – Team Development - Revenue Generation

CAREER OVERVIEW

Senior Director, Growth Marketing (Head of Marketing)

RESILIA | Remote | August 2021-August 2022

For-profit venture-backed SaaS startup serving the nonprofit & philanthropic sectors. Resilia's products and marketing were all developed through a diversity, equity, and inclusion (DEI) lens. (Enterprise, B2B, & B2C, Annual Recurring Revenue)

➔ **SIGNIFICANT RESULTS:**

- ✓ **Increased revenue** of key line of business by 99.5% year over year (first half 2022 vs 2021)
- ✓ **Increased the number of users** on the SaaS platform by over 1200%.
- ✓ **Increased the number of marketing-qualified leads** by over 80% while simultaneously **decreasing the cost per lead**.

THE ROLE:

- **Develop and oversee implementation of comprehensive marketing strategy and plan** inclusive of: Product marketing, content marketing, performance marketing/paid ads, events, social media, community, brand marketing, thought leadership, email marketing, marketing automation, SEO, demand capture and generation, sales enablement, video, PR, and partnership marketing.
- **Lead fully remote marketing department:** Manage and coach the team; Interview and hire new team members.
- **Manage agency relationships** and 7-figure/year **marketing budget**.
- **Collaborate cross-functionally** with Product, Customer Success, Engineering, Data/Analytics, Revenue Operations, Sales, and People Operations to set and work towards product-led growth OKRs and company revenue targets.
- **Advise and give feedback to Product** on upcoming SaaS platform features and in-platform language.
- Identify, evaluate, deploy, and **leverage innovative new marketing tools and strategies**, including AI.
- Lead **market research** and analyze data to develop **customer personas**, improve **product messaging** and **positioning**, and develop key marketing and messaging strategies.
- **Analyze data** across sources to optimize marketing spend and strategy, scale revenue, and accelerate growth.
- Lead development and deployment of **GTM campaigns** for new SaaS features.
- Develop strategic plan for **automated and segmented campaigns** to nurture leads, and onboard and activate users.
- Ensure all marketing content is **inclusive and culturally aware**.
- Present/speak at virtual events and meetings (internal & external facing).
- Gather and provide data, and answer marketing questions, in response to requests from potential VC investors.

GTM, Marketing, and eCommerce Consultant

MULTIPLE CLIENTS | Remote | 2020-2021

(B2B, B2C, Recurring Revenue)

- Counseled businesses in **developing marketing strategies and budgets**.

- Directed clients in selecting/implementing website and **marketing technology stack** to meet needs within budget.
- Developed **highly targeted lead generation** and **conversion sales funnel campaigns**.
- Performed data analysis to advise clients on campaign performance and **develop long-term strategies**.

Founder & Co-CEO; CMO / Head of Marketing & eCommerce

CHOCOLEY | Alpharetta, GA | 2004-2020

*Innovative e-commerce chocolate ingredients company in online wholesale, internet retail, and CPG space.
(B2B, B2C / DTC, Recurring Revenue Membership Program)*

➔ SIGNIFICANT RESULTS:

- ✓ **Grew to over \$13 million in cumulative revenue.** Served tens of thousands of customers
- ✓ Chocoley was listed in the **Top 1,000 Internet Retail e-commerce websites** in the United States for three years.
- ✓ Grew **monthly recurring revenue membership program** to over 1,000 active paying members.

THE ROLE:

- **Led, coached, and mentored** an on-site and remote **cross-functional staff of up to 10 people**, in addition to **managing remote contractors and developers** located around the world.
- **Interviewed and made hiring decisions.** Cultivated staff ensuring **diversity, equity, and inclusion**. Built an uplifting, teamwork-focused, and growth-minded culture.
- **Led high-stakes projects** including: website development, re-development, and enhancement/optimization projects; logo, labeling, and packaging design; complex digital marketing campaigns; operational projects.
- **Managed strategic relationships** with technology and marketing vendors, SaaS companies, manufacturers, suppliers, shipping vendors, contractors, strategic partners, community members, and other key stakeholders.
- **Served as head of marketing, communications, brand, eCommerce, and customer relationships:**
 - Oversaw omnichannel customer experience across website, social media, email, trade shows, PPC advertising, unboxing, packaging, customer service, webinars, influencer program, etc.
 - Evaluated martech products and integrations, built marketing stack, and optimized for ROI.
 - Developed and executed segmented marketing strategies targeted to multiple constituent groups with a focus on long-term customer retention, increased customer lifetime value, and increased revenue.
 - Identified KPIs and OKRs and analyzed data across the website (Google Analytics, Hotjar), e-commerce sales (Magento), email marketing (Klaviyo), PPC ad campaigns (Google Adwords and Facebook Ad metrics).
 - Successfully leveraged available data to: increase conversion rates; lower CPA; increase average ticket; increase customer lifetime value; recognize new business opportunities; spot changes in consumer and business trends; increase engagement; increase customer lifetime value; increase email open rates.
 - Wrote/created: persuasive sales copy; an extensive library of chocolate education content and tutorials; social media posts (Facebook, Instagram, Pinterest); lead magnets; blog posts; one-pagers and fact sheets; marketing emails; digital ad content; webinar scripts; PowerPoint presentations.
 - Managed e-commerce websites on platforms including Magento, WordPress, Volusion, and Adobe.
 - E-Mail marketing expert with experience utilizing multiple SaaS e-mail marketing platforms including Klaviyo, Silverpop (now IBM), and Mailchimp. Controlled multiple daily segmented email campaigns with A/B split testing of content and individual content personalization. Strategized and managed multiple automated and behavior-based multi-step drip email campaigns.
 - Created and managed sophisticated pay-per-click advertising (PPC) campaigns on Google, Bing, Facebook, and Instagram; Contracted vendors to manage paid ad campaigns and oversaw all progress.

PLATFORMS, TOOLS & TECHNOLOGY

Google Analytics - Google Ads - Meta Ads - LinkedIn Ads – HubSpot – Klaviyo – Magento – WordPress – Squarespace – Hex – Hotjar - Adobe Photoshop - Canva - Facebook – Instagram – LinkedIn – Twitter – TikTok

AI Marketing Tools: Anyword – ChatGPT – DALL·E – Midjourney – Writer – Cohere (playground) -- Lavender – Grammarly – Descript - Lumen5

Remote Management Tools: Zoom – Slack – G-Suite – Loom – Lattice – Trello – Workable

LEADERSHIP HONORS

- LEAD Atlanta (a part of Leadership Atlanta) - Class of 2014
- Project Understanding Emerging Leaders Retreat – Class of 2019

EARLY PROFESSIONAL EXPERIENCE

- **Motto Magazine** - Senior Editorial Assistant (2005-2007)
- **Swimming World Magazine / Swiminfo.com** - Editorial Intern (Summer 2004)
- **Wilmington & Wrightsville Beach Visitors Guide** - Owner & Publisher (Summer 2003)

EDUCATION

- **University of North Carolina at Wilmington**
Bachelor of Arts (BA), Psychology - Graduated with Cum Laude Distinction in 2006
- **Marketing Artificial Intelligence Institute**
Certificate, Piloting AI for Marketers Series – Completed February 2023

VOLUNTEER & COMMUNITY ENGAGEMENT

- LEAD Atlanta – 2013-present. Active in LEAD Atlanta and joint LEAD/Leadership Atlanta alumni programs.
- The Voter Generation (non-partisan non-profit) 2016-2017. Board Member
- Year Up Atlanta 2013-2016. Leadership Council Member
- Big Brothers Big Sisters of Metro Atlanta - 2010-2016. Big Sister
- Jumpstart Atlanta – 2014. LEAD Atlanta Cohort Project
- Make-A-Wish Foundation of Georgia and Alabama – 2004-2010. Wish Granting Volunteer
- Joe Biden Presidential Campaign – 2020. Women for Biden Finance Council National Co-Chair; National Finance Committee Member; Georgia Statewide Dialer Phone Bank Captain.
- U.S. Senate Runoffs -- 2020/2021. Georgia Statewide Dialer Phone Bank Captain (in support of now Senator's Warnock and Ossoff)
- Nikema Williams for Congress – 2020. Young Professionals with Nikema Co-Chair.
- Democratic National Committee (DNC) – 2013-2018. National Finance Committee Member
- Hillary Clinton Presidential Campaign – 2015-2016. National Finance Committee Member
- Michelle Nunn for U.S. Senate - August 2013- November 2014. Emerging Leaders Council Chair, Executive Finance Committee Member
- Presidential Inaugural Committee – November 2012- January 2013. Presidential Inaugural Committee Member
- Obama Victory Fund 2012 – 2012. Obama Victory Trustee Member of National Finance Committee