

B2B Marketing Director

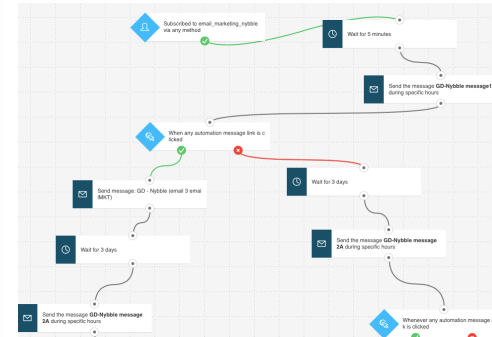
Lead Generation Program

Choose the Right Digital Commerce Architecture for Your Business

A large, open cardboard box is shown on a wooden surface. The box is empty and its flaps are open. To the left of the box, there is a roll of white packing tape and a small piece of tape.

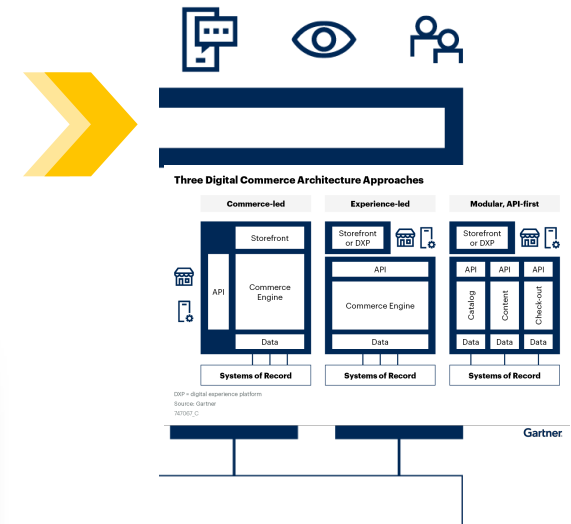
It's about identifying the right digital architecture that will enable you to scale your business effectively and make it	It's about understanding how you will achieve your key business objectives through your Digital Commerce
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Created and consolidated a high-performance **lead generation program for US market**. Initiated a strong **content strategy** along with a Social Media Program with focus on LinkedIn.



Set the scope, implementation and management of **marketing campaigns with marketing automation efforts, using Hubspot.**

Leverage interactive, multi-touch approach campaigns using Gartner content as lead magnet.



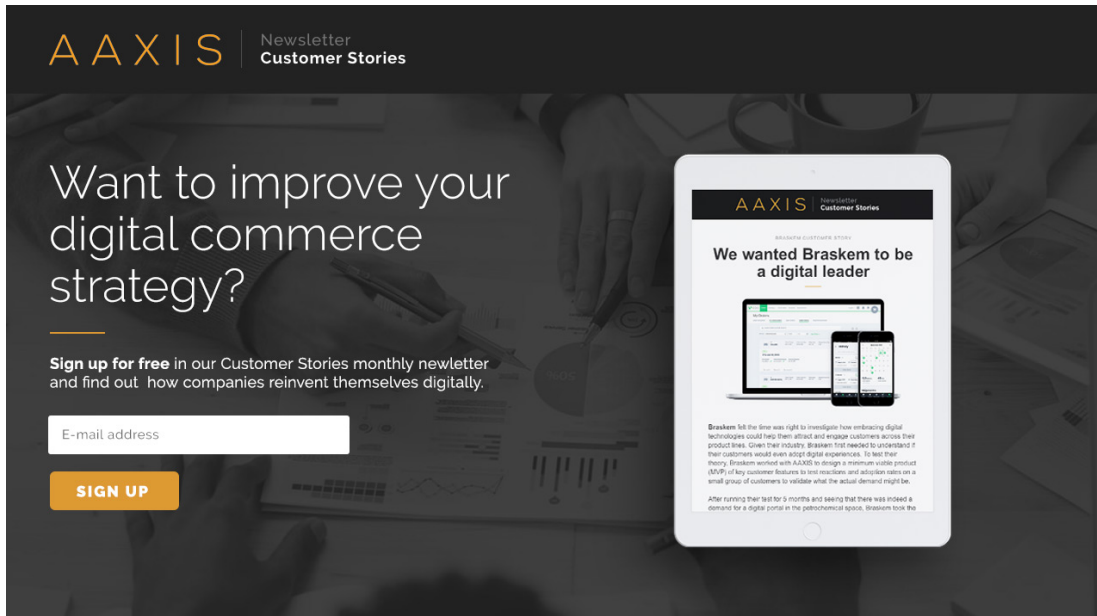
Gartner®

Row	Person	State	City	Country	Phone	Cell	Alt	Work	Home	Mobile	Other	Notes	Ref
William S. 2008	Diga	Montreal	algeria1@gmail.com	Canada				Coordinator	Switzerland	Barling Thomas	11/27/2008	USA	11/27/2008
William S. 2008	F. Paul Lenz	Germany	Paul.Lenz@posteo.de	Germany				Coordinator	Germany		11/27/2008	USA	11/27/2008
William S. 2008	Shirley	USA	shirley@shirley.com	USA				Coordinator	USA		11/27/2008	USA	11/27/2008
William S. 2008	Walter P. P. P.	France	Walter.P.P.P.	France				Manager - Sub Manager	France	Samuel P. P. P.	11/27/2008	USA	11/27/2008
William S. 2008	Harold	USA	harold@harold.com	USA				President	USA		11/27/2008	USA	11/27/2008
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AAXIS USA

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Opt-in Strategy & Website Strategy

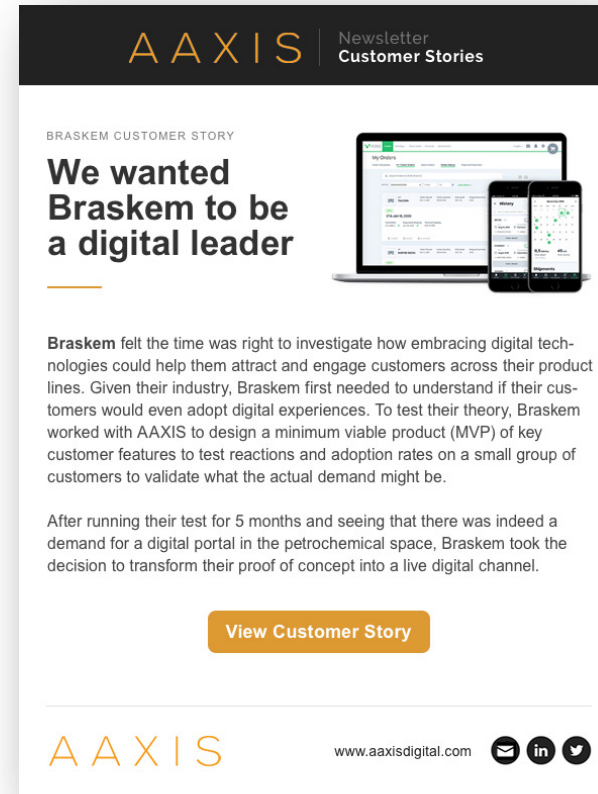


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Developed **web strategy**, generating more visibility to the brand and expressive **increase in regional visits** (400% growth).



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Development of Monthly **Customer Stories Newsletter** for Opt-in Strategy

Created and development of **Opt-in Strategy** achieving more than **50% of conversion rate**.