

HANNAH BINK

THE PITCH

Tenacious marketing leader with over 15 years experience. Looking to expand leadership skills and knowledge base within a challenging marketing executive position.

CONTACT ME AT

 58 Virginia Ave, Asheville, NC 28806

 (1) 720-325-4225

 hannahowardbink@gmail.com

 musingsofamarketeer.com

 [linkedin.com/in/hannah-howard-bink-47993b13/](https://www.linkedin.com/in/hannah-howard-bink-47993b13/)

RECOGNITION

Zayo Group Leadership Development Program "Academy" Graduate

EDUCATION

PENNSYLVANIA STATE UNIVERSITY
Bachelor of Science in Business
Development; emphasis in Marketing

SOFTWARE

Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Suite, G Suite, Google Adwords, Google Analytics, Salesforce, Microsoft Project, SmartSheet, Leankor, Rally, Jira, Pardot, Marketo, Cvent

SKILLS

Agile Marketing & Business Agility
Scaled Agile Framework (SAFe)
Management & Leadership
Go To Market Strategy Development
Project Management
Event / Trade Show Marketing
Email Marketing
Search Engine Optimization (SEO)
Pay Per Click (PPC)
Copywriting
HTML
Proposal & SOW Writing
Social Media Marketing
Digital Marketing
Advertising
Public Relations (PR)
Account-Based Marketing

Scaled Agile, Inc

Sr Director, Digital Marketing & Operations | June 2021 - Present

Director, Digital Marketing & Operations | May 2020 - June 2021

- Lead all growth marketing efforts, including ABM, embedded base nurture programs, product launches, member renewals and lead generation
- As a member of marketing leadership group, lead reorganization of marketing department (~40 people) , increasing productivity within Marketing by 18.7% in 9 months
- Reduced time spent on "Business as Usual" work by 42% in 3 months
- Increased inbound lead generation by 435% YoY
- Product Manager for corporate operations, responsible for defining and prioritizing strategic initiatives for Marketing, HR, Finance, Sales, and other operational departments
- Developed and piloted the first Strategic Workforce Planning initiative at the company

Director, Partner Marketing | Mar 2019 - Apr 2020

- Managed marketing for the Scaled Agile Partner Program, serving over 250 companies
- Provided marketing training and consulting to partners
- Spoke at annual user conference on the topics of marketing and business development
- Launched campaign which increased traffic to landing page by 46%

Zayo Group

Director, Partnerships & Field Marketing | Sept 2017 - Dec 2018

- Managed team across 4 countries
- Orchestrated over 120 events per year of all sizes
- Developed marketing plan for equipment partnerships & indirect channel marketing
- Owned a budget of over \$2M while delivering a 38x return on investment
- Reduced event spending company-wide by about \$400,000 annually

Head of Marketing - Data Center Division | Oct 2015 - Sept 2017

- Developed all marketing strategies and execution for zColo - the data center division of Zayo Group worth \$2 Billion
- Increased marketing-influenced opportunities by more than 1,100% in first year
- Redesigned zColo webpage to make it #1 product page on zayo.com
- Launched the company's first magazine to examine varying aspects of product offering
- Developed first in-market product training for sales organization - resulted in huge demand from sales function and increased average opportunity value by 36% year-over-year
- Piloted the company's first radio ad to increase brand awareness and demand generation



Cordant Health Solutions

Product Marketing Manager / Lead Rebrand Project Manager | July 2014 - Apr 2015

- Developed all marketing strategies and execution for three business units – Workers' Compensation, Medication Management, and Health Plans
- Led all rebrand activities for Cordant Health Solutions – previously Sterling Healthcare Services. The rebrand was completed on time and under budget, with a total budget of \$300,000.
- Ran 6 major national trade shows per year
- Planned and executed first National Sales Meeting for 100 attendees, with a total budget of nearly \$200,000.
- Built the marketing strategy for a new business unit from the ground up.

Spirent Communications

Business Marketing & Intelligence Associate | Apr 2013 - Jun 2014

- Facilitate pricing management for N&A and Wireless divisions
- Conduct business intelligence research for several business lines

Marketing & Business Administrator | Mar 2010 - Mar 2013

(Previously Metrico Wireless)

- Administered the marketing budget, coordinated marketing & PR outreach, and conducted market research, reporting directly to the VP of Marketing.
- Established marketing department within company and managed it exclusively for first year
- Increased lead generation by over 2000% year over year in first year.
- Executed more than 20 events, including webinars and tradeshow

Maryland SEO Online

Owner | 2010 - 2011

- Brought client's website ranking from 7th page to 2nd page of Google in one month
- Clients increased online lead generation by 50% in 6 months

Cadence Marketing

Internet Marketing Associate | May 2009 - Feb 2010

- Championed all social media, database, and SEO campaigns. I also oversaw all government and university contracts, as well as offered administrative support for company.
- Client began to see front page results on all major search engines (eg. Google) for major industry keywords within one month. After 4 months, their website traffic had grown by 56%.
- Managed radio promotion, listserv marketing, and use of LinkedIn group outreach. Client received critical increase donations to make yearly budget goals.

Eco Marketing

Head Internet Marketing Research Analyst | Jan 2009 - May 2009

- Supervised 3 employees and all SEO-based marketing analysis
- Fast tracked into management position shortly after joining company
- Designed employee training program