



12 yrs experience leading brand, communications & marketing strategy for rapidly-scaling B2B SaaS teams.

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Background

Creative, passionate and entrepreneurial marketing leader with 12 years of experience:

- Creating and evolving brands during both launch and acquisition, including logos, positioning, voice and style;
- Developing marketing and public relations strategies to drive global awareness, relevance and revenue;
- Overseeing, analyzing and optimizing growth marketing functions and funnels across broad product catalogs;
- Coaching a high-performing, fully remote marketing team, supported by strategic external partners.

Adept at synthesizing consumer insights & data to inform action. Strong ability to connect overall brand strategy with product positioning for a cohesive approach to global brand storytelling. Customer-obsessed, resourceful and forward-thinking, with the ability to articulate a vision to others and inspire action.

Experience

Head of Marketing | Humankind | September 2023 - November 2023

- Realigned paid media agency relationship, launching new creative and audience targeting which resulted in a 500% increase in lead volume and >\$500 reduction in CPL.
- Developed revised Case Study approach, spotlighting incredible customer KPI lifts and CSATs.
- Produced high-touch networking dinners in NYC & LA, drawing senior eCommerce professionals and driving quality leads.
- Built playbook to guide event strategy, planning, execution and measurement for maximum impact & ROI.
- Repositioned sales collateral, focusing on customer-centricity & streamlined messaging.

Director, Marketing | accesso Technology Group, PLC | August 2020 - September 2023

- Led a remote team responsible for marketing, branding, design and communications for a global B2B technology firm serving 1000+ client venues across 29 countries.
- Managed a shared GTM budget of \$2.7 million, supporting the team in exceeding our 2022 sales quota by 47% by mid-Q3.
- Launched a Florida Public Relations Association Golden Image Award-winning campaign for accesso's 100% Virtual Queuing, promoting key COVID-recovery solutions.
- Partnered with CEO to plan our COVID response, including publishing educational content to support client reopenings, restoring essential incremental and recurring revenue for both accesso and our clients to sustain our businesses.
- Forged strategic vendor partnerships to support web development, brand & advertising creative, SEO strategy & execution, photoshoot production, public relations & crisis communications, large-scale signage printing & installation, global translations, and trade show exhibition design & management.
- Produced a reimaged trade show presence for our largest annual expo (IAAPA Expo in Orlando, which attracts 35K+ annual attendees) into an immersive and elevated experience, winning Best in Show in 2022.
- Served for 2 years on a key industry association's marketing committee, producing and moderating engaging educational programming for the association's annual expo while representing the accesso team.
- Guided the transition of our week-long annual client seminar to a virtual event during COVID, resulting in the highest profit in the event's 26-year history - and glowing client reviews.
- Developed Best New Product award-winning application for the Qview queue monitoring solution, launched Fall 2023.

Experience - cont.

Brand Manager | accesso Technology Group, PLC | January 2018 - August 2020

- Transformed company-wide communications from product-centric to customer-centric with StoryBrand messaging strategy; Conducted communication training to educate global staff.
- Launched new website design to support a customer-centric value proposition, adding client success stories as well as enhancing SEO and lead-generation funnels.
- Developed brand identity and messaging for accesso's women-in-leadership program, designed to empower women in technology with tools and training for career success.
- Introduced Pardot email program in partnership with Digital Marketing Manager, developing engaging, high-conversion nurture campaigns targeted at 9 key industries.

Marketing Associate | accesso Technology Group, PLC | November 2013 - January 2018

- Spearheaded rebranding of 6 company acquisitions, including product positioning, PR, advertising, social campaigns, etc.
- Developed first company brand guide, redesigning 10+ yrs of collateral and documentation to reflect new brand standards.
- Produced print & digital ad campaigns published across 4 continents, including managing translation vendors worldwide.
- Designed winning submission for 2014 IAAPA Brass Ring Awards, showcasing a re-imagined eCommerce solution.
- Built email marketing program from scratch, HTML-coding the first branded email template, establishing list-maintenance and opt-in practices, designing email sequences, and coordinating migrations across several platforms as we scaled.

Creative Development Executive & Social Media Manager | nCrowd.com | October 2011 - October 2013

- Led social media strategy and execution for 36 regional markets across North America, including both paid and organic marketing campaigns, community engagement & customer support.
- Designed, wrote, and managed email campaigns across 13 regional markets, reaching over 2 million subscribers.
- Oversaw email marketing for all markets, using interaction data & AB testing to optimize clicks & conversions to drive sales.
- Crafted copy & designs for ad campaigns, iterating based on data to drive incremental improvements over time.

Account Coordinator | RFB Communications Group | March 2011 - October 2011

- Produced media relations and social campaigns for a variety of tech and healthcare clients throughout Georgia and Florida.
- Developed releases, editorial pieces, blog content and calendar listings to support client media and marketing strategies.
- Ghost-authored executive thought leadership pieces for local and regional publications, speaking to a variety of audiences in the healthcare, technology and retail industries.
- Monitored relevant industry and regional publications, events and online communities, cultivating opportunities for clients to participate in speaking engagements, awards, news articles and editorial placements.

Education

University of South Florida

BA, Psychology | BA, Mass Communications | Graduated Magna Cum Laude with Honors

Certificates: Diversity, Equity & Inclusion in the Workplace - May 2021; Ethical and Inclusive Leadership - Jan 2022 ; Google Ads Search Certified; HubSpot Inbound Certified; HubSpot SEO Certified

Skills

Brand Strategy | Product Positioning | Public Relations | Content Strategy | Visual Design | Email Marketing | ABM | Demand Generation | Presentation Development | Performance Marketing | Event Strategy | Copywriting | SEO | Vendor Management

Technology

Google Analytics | Google AdWords | HubSpot | Salesforce | MailChimp | Constant Contact | Sailthru | SEMrush | Craft CMS | WordPress CMS | Adobe Creative Suite | Canva | Microsoft 365 | Monday.com | Basecamp | Jira