

# Lisa Pelish

**Marketing Vice President | Marketing Director | Digital Marketing | Integrated Marketing**

Strategic B2B and B2C marketing leadership and execution for high-growth companies.

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## Skills

Creative vision. Strategic clarity. Building, managing and inspiring loyal teams.

Building and growing meaningful brands. Digital demand generation. Digital strategy. Digital transformation.

Change management. Marketing operations. SEO. Content marketing. Marketing research and analytics. Social media.

Budget management and optimization. Traditional & digital advertising. Brand advocate. Gig economy pioneer.

## Experience

### Arise Virtual Solutions

2020 - August 2021

#### *Vice President of Marketing (B2C / High-Volume Gig Platform Recruitment)*

Defined and implemented brand positioning and robust strategic marketing plans that doubled service capacity and fueled 200% revenue growth of the BPO industry's first and largest gig economy customer service outsourcing provider.

- Developed data driven strategies to grow platform user base and engage, inspire loyalty, and build community
- Set direction and oversaw all aspects of branding, lifecycle, and lead generation marketing
- Managed budgets to drive revenue goals while collaborating with the CFO and CEO
- Set creative vision for the department and ensured campaigns aligned globally within the broader brand strategy
- Established a roadmap to marketing automation and organic growth
- Engaged with Executives, Board of Directors, and other collaborators to support operations
- Mentored, grew and inspired a growing remote department of globally dispersed top talent
- Lead market analysis to identify challenges and growth opportunities
- Drove an 30k - 80k top of funnel leads monthly, and virtually onboarded 10k – 12k virtual learners per month into virtual training courses (that they paid for) to prepare them for customer support work on a gig economy platform

2018 - 2020

#### *Senior Director, Global Marketing (B2B / Corporate Marketing)*

Worked with the CEO and SVP of Sales to develop marketing strategies that drove growth. Built brand and go-to-market positioning platform and oversaw all aspects of B2B marketing including campaign strategy, digital and offline performance marketing, lead gen, sales enablement and support, PR, analyst relations, crisis management, event marketing, social media marketing and client success support. Played an integral role in positioning the company for acquisition by Warburg Pincus in late 2019. Accomplishments include:

- Built and managed a team of five (from a team of one) and a support network of contractors and agencies
- Worked closely with Sales to create compelling pitches and a library of supporting sales materials to drive MQLs and increase success rate of conversion from lead to client – including the introduction of customized “close the deal” videos for use in final pitches
- In less than 12 months established thought leadership driven inbound marketing campaigns that brought the lead pipeline from zero to 246 MQLs and 14 SQLs for large scale BPO deals valued at \$7M - \$20M+ in annual revenue
- Worked closely with Account Managers to create strategies and materials to drive existing client success, including QBR presentation support and the development of creative solutions to add value to client relationships

## **Arise Virtual Solutions (continued)**

2014 - 2018

### *Director, Digital Marketing & Demand Generation (B2C / High-Volume Gig Platform Recruitment)*

- Articulated a digital marketing analytics vision and gained cross-departmental and executive buy-in to implement
- Increased lead volume by 42% volume and decreased cost per lead by 50% in first nine months
- Grew Facebook audience 650% (150k fans) and established a paid social lead gen channel; driving 30% of leads
- Conducted audience research, documented personas, and launched a brand strategy that increased national awareness by 5,000% in three years through integrated marketing campaigns involving native TV integrations, social media, content marketing and targeted paid digital marketing

## **Massive Impressions – Managing Partner, Digital Marketing Strategist (Agency Experience)**

2003 - 2014

Founded and managed a digital marketing agency from a single person consulting firm to a team of ten serving clients like Aflac, Convergys, Randstad, CLP, and a portfolio of small businesses. Specialized in digital strategy, social media, mobile marketing, web metrics and analysis and B2B lead generation.

- Cut costs while exceeding expectations for dozens of clients with web design and hosting
- Managed \$20M+ in digital ad buys leveraging industry vertical sites and Google AdWords
- Developed and deployed innovative digital strategies for Convergys, Spherion and Aflac including an award winning 2011 SMS marketing campaign for Spherion

## **Spherion Staffing (SFN Group) - Senior Marketing Manager (B2B and Field Marketing)**

2002 - 2003

Managed a marketing team of eight, responsible for direct marketing, franchise field marketing, websites, and online strategy for four distinct brands of a Fortune 500 staffing giant

- Worked with IT to achieve cost savings by leveraging ASPs to move analytics and email marketing tools to the cloud
- Developed B2B direct marketing campaigns that delivered 4% response rates and a lead pipeline valued at \$2.4M
- Launched online marketing programs with conversion rates of 60% – 90%
- Customized field marketing tool kits and local media plans for 20 franchise markets

## **Sapient Razorfish (Xcelerate) - Digital Marketing Strategist and Consultant**

1999 - 2002

- Developed branding and digital transformation strategies for major brands like Carnival Cruise Lines and Alamo
- Led team of developers, solution architects, graphic artists, copy writers and UX engineers to create web interfaces that met client business objectives, brought brand strategies to life digitally and met end user expectations
- Managed and conducted focus groups & website usability testing

## **Education**

**FIU - Master's Degree, Integrated Marketing Communications**

**FAU - Bachelor's Degree, Mass Communications**