

Lisa Pelish VP of Marketing | Marketing Director | Digital Marketing | Integrated Marketing

Strategic B2B & B2C marketing leader, experienced growth hacker, marketing technology evangelist. Delivering measurable results by crystalizing business goals into successful marketing operations that connect with targeted audiences.

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. Account management. SEO. Content marketing. Marketing research and analytics. Social media. P&L ownership. Budget management and optimization.

Experience

Employbridge | October 2021 - Present

Digital Marketing & Candidate Demand Generation Consultant (Part-Time Contract Consultant)

- Developed a digital campaign reporting framework that integrated disparate vendor reports with CRM data to determine ROI, optimize spend and meet the day to day needs of campaign and client account managers
- Conducted an audit of paid social media and programmatic recruitment advertising
- Launched an SEO strategy to gain authority for valuable key search terms while positioning for future brand & site consolidation

Arise Virtual Solutions | August 2014 - August 2021

Vice President of Marketing (B2C / High-Volume Gig Platform Recruitment, March 2020 - August 2021)

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.

- Set direction for all aspects of branding, lifecycle, and lead generation marketing; established creative vision and ensured campaigns aligned within the broader brand strategy while remaining legally compliant
- Managed variable budgets up to \$1M/month to meet revenue and PNL goals in collaboration with the CFO, CEO and COO
- Partnered with Executives, Board of Directors, investors, clients and other department leaders to support operations
- Mentored, grew, inspired and managed a remote department of globally dispersed top talent, vendors and agencies
- Led business and user requirements documentation and RFP process to established a roadmap to marketing automation and organic growth (Salesforce Cloud, WordPress, SEO)
- Developed data driven strategies to grow platform user base and engage a virtual community of over 70k call center agents, hosting 5 – 10 webinars per month with 1k – 3k attendees per month, live open chat sessions and virtual events
- Launched a predictive reporting and demand generation forecasting tool that delivered up to 80k leads monthly and virtually onboarded 12k+ people monthly into paid virtual training courses to prepare them for virtual work
- Responsible for quarterly NPS surveys and market analyses to identify challenges and growth opportunities
- Worked closely with Chief Legal Counsel, and was company spokesperson and point of contact for PR and crisis management
- Led co-marketing with key clients, like Dick's Sporting Goods and Carnival Cruise Lines, including a partnership with Intuit DE&I leadership to integrate Arise national campaigns that complemented Intuit's geographic and demographic DE&I goals

Senior Director, Global Marketing (B2B / Corporate Marketing, 2018 - 2020)

Worked with CEO and SVP of Sales on growth marketing strategies. Developed brand and positioning platform. Oversaw all aspects of B2B marketing including strategy, digital and offline lead gen, sales enablement, PR, analyst relations, crisis management, event marketing, social media and client support. Played an integral role in positioning for acquisition by Warburg Pincus in late 2019.

- Built and managed a team of five (from a team of one) and a network of contractors and agencies
- Worked with Sales to create pitches and a library of 200+ sales enablement tools to drive SQLs and increase success rate of conversion from MQL to client – including custom “close the deal” videos for use in final pitches
- In less than 1 year established thought leadership driven inbound marketing campaigns that filled a lead pipeline with 246 MQLs and 14 SQLs - all BPO deals valued at \$7M - \$20M+ in annual revenue
- Created strategies and programs to support existing clients including QBR presentations, custom research & videos

Director, Digital Marketing & Demand Generation (B2C / High-Volume Gig Platform Recruitment, 2014 - 2018)

Established a new position and department. Gained IT and executive buy-in for a digital marketing analytics vision – then executed.

- Increased lead volume by 42% volume and decreased cost per lead by 50% in first nine months
- Grew Facebook audience 650% (150k fans); established paid social lead gen channel (30% of leads)
- Conducted audience research, documented personas, and launched a brand strategy that increased national awareness by 5,000% in 3-years through integrated marketing campaigns involving native TV integrations, social media, content marketing and targeted paid digital marketing

Massive Impressions 2003 - 2014

Managing Partner, Digital Marketing Strategist (Agency Experience)

Established a boutique digital agency supporting clients like Aflac, Convergys, Randstad, CLP, and a portfolio of small businesses. Specialized in digital strategy, social media, mobile marketing, web development, web metrics and analysis and B2B lead generation.

- Responsible for all client relationships, account management, and day-to-day agency operations
- Managed \$20M+ in digital ad buys leveraging industry vertical sites and Google AdWords
- Deployed innovative digital strategies for clients, including an award winning 2011 SMS marketing campaign

Spherion Staffing (SFN Group) 2002 - 2003

Senior Marketing Manager (B2B and Field Marketing)

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.

- Achieved \$100k+/annual cost savings by moving 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

Razorfish (Xcelerate) 1999 - 2002

Digital Marketing Strategist and Consultant

Created digital brand strategies for multiple clients, from venture capital start-ups to major brands. Led cross-functional teams to create websites that met business objectives & user expectations. Conducted focus groups & website/user interface usability testing.

Education

Florida International University (FIU) Master of Science, Integrated Marketing Communications

Florida Atlantic University (FAU) Bachelor of Arts, Mass Communications