

MARKETING EXPERT

Driving growth and efficiency through strategy, marketing analytics, and compelling storytelling.

Systems thinker, brand storyteller, and motivated catalyst for change who defines and executes ambitious cutting-edge marketing strategies for B2B2C, B2B, and B2C marketing audiences. Shape and implement cohesive, creative campaign execution leading to consistent and sustainable growth strategies and customer journey mapping across lifecycle. Market analysis of emerging technologies and industry trends for strategic development, product placement, brand standards, and multi-touch campaign management, generating business insights and performance metrics. Exceptional technical proficiency with written and verbal communications strategy to convey thorough data, performance measurements, and complex technical concepts into language understandable to nontechnical audiences. Exhibits strong leadership capabilities with cross-functional teams and strategists.

Career highlights include:

- Increased email open rate to 50% and quadrupled clickthrough rate for B2B verticals at HomeServe USA.
- Design and tactical execution of marketing campaigns to corporations such as PG&E, American Electric, and Westinghouse.
- Led multiple Salesforce and HubSpot API integrations, generating data-driven marketing strategies.

Core Competencies:

*Digital Strategy Development
B2B & Enterprise Marketing
SEO, SEM & Email Marketing
Brand Consistency & Strategy*

*Marketing & Automation Workflow Management
ABM Campaign Creation & Management
Manage Budget & Financial Optimization
Lead Generation & Conversion Rate Optimization*

*Integrated Marketing Campaign
Web Content & Social Media Strategies
Cross-Functional Team Leadership
Training, Coaching, & Mentoring*

PROFESSIONAL EXPERIENCE

HomeServe USA • Norwalk, CT • 11/2019 – 08/2024

Senior B2B Digital Marketing Manager (Director-level) | *Providing home warranties for water and electrical emergencies.*

Shaped and implemented B2B digital marketing operations and strategies for customer lifecycle management for U.S. and Canadian regional marketing. Reported directly to VP of Business Strategy and Operations. Designed and executed cohesive marketing campaign strategies across 3 B2B marketing verticals. Email, website, and social advertising programs' content reaction, optimizing web presence, driving revenue and improving net promoter score. Conducted market research to maximize demand generation. Analyzed data-driven reports on convert and engagement rates for sales program optimization, interpreting data sets to generate insights into user experience. Collaborated cross-functionally with GTM, product managers, business planning and development, sales, and events. Super-admin and technology management for HubSpot and Salesforce CRM marketing systems. Team management of marketing team up to 6.

- Led digital channels to partner with cities and utilities for account acquisition strategies. Researched and addressed pain points of local governments. Helped craft templates, standards, forecasting, and playbooks for marketing campaign effectiveness such as letters, case studies, and emails to assist in meeting sales funnel goals. Use of AI tools.
 - Sales support materials helped obtain sales meetings with ~15 out of 40 eligible but difficult city/municipality partners. Closed 2 partnership agreements for 4M households.
- Increased B2B contact form submissions by 24x on average per year (0 in 2019 vs. 60 average in 2020-2023). Redesigned 5 websites to expand B2B customer engagement by streamlining content strategy and efficiency. Applied outbound and inbound marketing best practices.
- Tripled email open rate to ~50%, quadrupled email clickthrough rate by building A/B testing and workflows through target audience persona segments, conducting strategic integration of HubSpot and Salesforce. Audits ensuring database accuracy and continuous improvements while upholding best data privacy practices. Change management and SOPs for digital marketing governance to adhere to all spam, CANSPAM, GDPR, CCPR/CCPA and privacy law regulatory compliance.

"Brooke Stickle has been instrumental in our Strategic Partnerships efforts of switching to a campaign-based B2B marketing strategy in FY23. This is a massive project for our team, and she has done a great job of setting the pace early on."

- ~50% conversion rates for meetings for sales team through rapid organic growth initiatives and user behavior analysis.
- ROI analysis of marketing strategies, pipeline growth, and efficiency by helping develop system to track key performance indicators for entire Business Strategy and Operations group.
- Influenced 250+ new P3 strategic partnerships since 01/2020 through project management, lead scoring for MQL and SQL, digital content, marketing automation, and brand identity management generating access to 16.8 million households.
- Created and administered social and paid media on Facebook, Twitter, Instagram. Created LinkedIn ad PPC campaigns averaging ~.70% CTR and below-average CPC. Built private LinkedIn networking group for water professionals in U.S. and Canada and grew membership to 250+ members in less than two years.

RJ Lee Group • Monroeville, PA • 06/2014 – 11/2019

Marketing Manager (Director) | *Environmental/materials forensics laboratory, litigation support, scientific equipment, products, Saas.*

Owned responsibility for all strategic marketing initiatives in heavily regulated industry. Direct report to CFO, then CEO. Team management of 5 marketing professionals. Worked with external agencies for collateral and event marketing and planning. Created and implemented multi-channel marketing campaigns, including search engine marketing. Successful product launches, media relations, and special projects, collaborating with scientists and engineers on pricing strategies, creating content, technical writing, government/industry proposals, scientific journal articles, trade publications, social media, direct mail, brochures, virtual/live events.

- Increased website visits 200% in 5 years by rewriting website content, site testing, optimizing organic Search Engine Optimization strategy using HubSpot, Google AdWords, and Google Analytics, and gathering customer insights during website development. Maintained and studied customer interactions through Martech stack.
- Generated \$4.8M in revenue between 2018 and 2019 through program development of 4 integrated product marketing programs focused on environmental and litigation market penetration following industry and legal requirements.
- Marketing resource allocation and sourcing for promotion of nearly 80 trade shows and events per year, including return on investment analysis.
- Early adopter of Salesforce, including leading integration with HubSpot data to improve campaign success and user journeys.

Control Analytics, Inc. • Export, PA • 12/2011 – 06/2013

Marketing Coordinator | *Distributing and integrating on-line process monitors and environmental analyzers.*

Created marketing department infrastructure from the ground up. Implemented lead management, development, and customer experience through marketing strategies and tactics. Created and administered company website, including landing pages and blogs. Brand awareness and development and digital design of newsletters, brochures, flyers, and spec sheets for customer acquisition.

- Increased customer success through engagement and sales via email blasts to current and prospective customers, such as American Electric Power, Dominion Energy, Hoosier Energy, NRG Energy, and Westinghouse through industry marketing.
- Managed budgets for, and helped execute, exhibitions, meetings, and social events at 4 largest energy conferences in U.S.

Entrepreneurship:

CEO / Head of Marketing | Tiny Room Productions | Belle Vernon, PA | 2007 – Present

Agency conceptualizing and building marketing campaigns and materials for global small/mid-sized businesses and nonprofit clients. Generated, optimized content for websites, copywriting, digital media, online tutorials, audio services, emails, content syndication.

Additional Early Experience:

Chief Video Editor and Graphic Designer | Video Graphics of Greensburg | Greensburg, PA

Adjunct Faculty Member (Public Relations, Digital Photography) | Westmoreland County Community College | Youngwood, PA

EDUCATION | CREDENTIALS

Bachelor of Science in Marketing Management • Kaplan University, Davenport, IA

LinkedIn Certifications: B2B Go-to-Market Strategy: How to Transform Your Business | The Habits of Successful Marketers

Hubspot Certifications: Inbound Marketing Certification and Email Marketing Tools Certification

TECHNOLOGIES

Salesforce (Salesforce Lightning), Salesforce Marketing Cloud, HubSpot, Workfront, Tableau, SharePoint, Asana, Web Design (HTML, CSS), WordPress, Canva, cPanel, Google Analytics, Google Search Engine Optimization, Google Ads, Reputation.com, ZoomInfo, Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro, Illustrator, Dreamweaver, Audition, Encore, After Effects), Content Management Systems (CMS), CRM Software Management and Dashboards, Google Tag Manager, SEMrush, Google Sheets, Amazon Ecommerce System, ChatGPT, Zoho, Slack, Microsoft Office Suite (Word, Excel, Powerpoint, etc.)