

LOUISE FINLAY

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PROVEN CHIEF MARKETING OFFICER (CMO)

SVP Marketing • Head of Growth • Director of Marketing Strategy • Head of Marketing
Innovative Marketing • Integrated Marketing • Rebranding Initiatives • Brand Development
Unified Branding • Optimized Budget • Oversaw Industry Events • Redesigned Sales Materials
Increased Quality Leads • Led Demand Generation • Grew Awareness • Automated Processes

WORK EXPERIENCE

Playcer.io; Remote **August 2023 - present**

Strategic Advisor

- Supported investment rounds and strategic introductions.
- Advised on go-to-market strategy and product development.

Onward (a Shell company); Remote

August 2022 - August 2023

Head of Growth

- Led the development of the go-to-market strategy as a key member of the leadership team.
- Expanded brand awareness by implementing the marketing plan and sales organization.
- Spearheaded a full company rebrand including the integration of multiple platforms, products, and brands into a unified, consistent experience for users and customers.
- Created idea and gained buy-in to engage prominent energy and climate tech influencers as part of a relaunch to amplify brand awareness and strengthen reputation.
- Automated sales and marketing processes by integrating tools such as HubSpot and ZoomInfo, as well as developing playbooks, processes, and reporting procedures.
- Trained, mentored, and developed a team of remote marketing and sales executives.

Technisys; Miami, FL

March 2020 - August 2022

Growth Expert

- Met ambitious KPIs for MQLs and SQLs by leading marketing efforts and activities.
- Spearheaded all US marketing activities, including events and webinars, PR, content development and marketing, demand generation, and social media.
- Orchestrated the development, design, and launch of a new website in Q3 2020.
- Oversaw the development of high-quality copy and marketing collateral for distribution across the new website, blog posts, reports, ebooks, and other channels.
- Streamlined marketing by introducing HubSpot automation tools and software.

Carnegie Technologies; Austin, TX

April 2018 - March 2020

VP Marketing

- Innovated and integrated a mix of go-to-market marketing strategies and ongoing marketing plans, ensuring alignment with short- and long-term business goals.
- Maximized ROI by creating budget trackers for each business unit, enabling greater visibility.
- Recruited and managed a team of marketing directors to implement the GTM for each business.
- Implemented lead scoring and lead management system in HubSpot along with dashboards for easy reporting on inbound and outbound lead generation activities.

TIKD; Miami, FL

June 2017 - March 2018

Director of Marketing

- Collaborated with the AOR on a complete rebrand including logo, tagline, and messaging.
- Steered an owned, earned, and paid marketing strategy that encompassed the revamp of the website and web app, PR, and advertising across OH, radio, digital, and social.
- Penetrated markets in 3 new States while leading marketing launches and expansion, acting as spokesperson for PR efforts, developing content, and launching regional ads.

Mitto AG; Switzerland

April 2016 - May 2017

Marketing Consultant

- Defined a clear direction for the brand that aligned with sales and company goals while developing a comprehensive marketing calendar and budget.

Syniverse; Tampa, FL

May 2014 - April 2016

Marketing Communications Director

- Yielded a 73.8% boost in social media engagement after rolling out a multi-channel content marketing program, disseminating key messaging, and fostering paid awareness.
- Drove an 86% YoY increase in PR article mentions, a 53% increase in bylines, and a 116% increase in the number of blog posts written and published.
- Delivered a \$20M+ lead pipeline spanning multiple geographic regions by managing a 3rd-party inside sales team to deliver a telemarketing campaign.

Locaid (now LocationSmart); San Francisco, CA

2012 - 2014

Executive Director of Marketing

- Achieved a 2.67% average CTR rate by developing and launching a monthly industry-led email newsletter with high levels of engagement and conversion.
- Boosted engagement by +40% across each social media channel (LinkedIn, Facebook, Twitter) by creating and executing a comprehensive marketing strategy.
- Accrued 500+ sales-qualified leads while guiding a lead generation strategy execution.

McDonald Butler Associates; London, UK

2005 - 2012

Partner & Client Services Director

- Accelerated IBM account growth from \$50,000 in revenue to \$500,000, and successfully grew the SAP account from \$30,000 in revenue to \$200,000.

EDUCATION

The University of York

2002

Bachelor's Degree

TECHNOLOGIES, SKILLS

Technologies: HubSpot • ZoomInfo • Salesforce • Pardot • LinkedIn Campaign Manager • Canva • Trello • Google Workspace • Slack • Zoom • Microsoft Teams • Google Ads • Google Analytics
Skills: Multi-Channel Content Strategy • Social Media Engagement Enhancement • High-Performance Team Leadership • Demand Generation Campaigns • Strategic Events