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| **Joe Jobscan** | Seattle, WA 98101 ▪ 555-555-5555  joejobscan@jobscan.co |

**Partner Marketing**

*Business Development | Team Leadership | Brand Strategies |*

# Summary Statement

* Attracted audiences of 500+ per lead generation webinar, 1000+ online community partner members, accreditation workshop registrant levels (15+), and highest hits per partner article at Saba
* Positioned partners to be well informed by developing a regular cadence of partner communications/newsletters on new training, product releases, customer success stories and relevant company information at EIS Group.
* Strategized, led and executed B2B marketing programs for Global/National Leadership and (200+) Industry Partners/Practitioners resulting in leads of over $10M at PwC
* Owned the development and execution of the Tax Transfer Pricing Masters Series of events (100+ client attendees) and Transfer Pricing Webcast Series (1000+ client attendees) at PwC
* Project managed the development and publication of PwC practice publications, including 2007 International Law Firm Strategic Survey, 2009 Transfer Pricing Perspectives Journal, 2007 Law Firm Financial and Accounting Management

# Professional Experience

**Google,** San Francisco, CA, 07/2015 – 08/2018

**Director, Partner/Marketing Programs**

*Achieved development initiatives in core areas (partner enablement, marketing and marketing operations) to enable successful System Integrator (SI – PwC, Cognizant) and Technology (AWS, MS Azure, VMware) partner relationships. Stretched the $150K budget using plans designed for execution within the partner strategy. Grew partnership knowledge by driving partner programs and competency requirement processes.*

* Served as a “point of resolution”, managing the creation of a self-service infrastructure “Partner Resource Center”
* Initiated the development of Partner Business Practices – Legal Agreements and Templates, Sales Enablement, Technical and Product Support, Learning and Certification processes and tools
* Managed MDF processes, developed joint messaging and supported the content development of joint white papers, datasheets, case studies, solution briefs, partner website content (internal & external), battle-cards, partner newsletters, deployment guides as well as joint marketing/lead generation campaigns
* Steered development of Corporate Marketing Fiscal Year Plan and Budget processes, and reconciled marketing spend
* Improved new product launches by collaborating closely with SMEs to operationalize, create data-sheets, validate pricing in collaboration with third party business intelligence and analytics vendors (OEMs) and in alignment with legal compliance
* Enhanced partner on-boarding with the coordination and management of internal sales presentations, on-site workshop training and webinar product roadmap sessions

**Google,** San Francisco CA, 01/2013 – 07/2015

**Marketing/Program Manager**

*Navigated the complexities of serving in a hybrid marketing and business development role involving the recruitment and management of the Partner ecosystem (Content, Marketplace, and Global/Regional Reseller Partners). Scope required development of joint marketing plans, oversight of the Partner online community, communications, enablement, training/accreditation support, lead/demand generation, social media marketing, partner portal, website content, business/legal processes, back-end operations.*

* Generated $50K+ in quarterly revenues while supporting Marketplace partners with integration and marketing needs, successfully developing a vibrant, online partner community.
* Surpassed previous year’s sponsorship levels
* Owned the development and execution of the Partner Training Workshops
* Acted as Community Manager and developed online discussions, “Partner Spotlight” blog articles, twitter, case study, partner webcasts, video testimonials and press releases to promote partner expertise.

**Amazon**, Seattle, WA 07/2003 – 03/2010

**Associate Director, Marketing Leader, Tax (Transfer Pricing)**

*Supported Global/National Leadership and (200+) Industry Partners/Practitioners by driving global marketing strategy and leading B2B marketing programs for key Global/National Tax Business Units and Industries. Developed fiscal year marketing plans, oversaw yearly budget of $200K, scope included ownership of Demand Generation, Events, Content, Website, Communications, Collateral development, Public Relations, Product Launches and all aspects of marketing as an Individual Contributor*

* Owned the development and execution of the Transfer Pricing Masters Series Events (100+ client attendees, encompassed Junior 101, Intermediate 201 as well as Advanced Level C-Suite Industry Events – Financial Services, Retail, Consumer and Industrial Products, Technology, Information, Communications, Entertainment and Media, Pharmaceutical/Life Sciences Industries) and Transfer Pricing Webcast Series (1000+ client attendees);
* Designed end to end integrated marketing campaigns around key hot topics/client issues and oversaw trade events, internal sector meetings; gained widespread audiences by managing development of thought leadership materials, (journals, press releases, white papers, web content) and publication partner contracts
* Advanced consistency with firm branding and messaging while developing content and media placements
* Oversaw a support marketing team of five in the development of statement of qualifications and marketing collateral

# Education

**Brandeis University, Waltham, MA** 08/2001-06/2003

Masters Certificate in Internet Marketing

**Northeastern University, Boston, MA** 08/1996-05/2000

Bachelor of Commerce, International Marketing