

Michelle Brammer

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DIRECTOR OF GROWTH MARKETING | STRATEGIC LEADER

Results-driven growth marketing professional with 10+ years of experience in B2B SaaS, leading cross-functional teams to develop and execute innovative marketing strategies that drive customer acquisition, lead generation, and revenue growth. Adept at managing multi-channel campaigns, marketing automation, and CRM tools to optimize customer journeys and conversion rates. Proven track record of driving brand awareness and inbound pipeline generation through data-driven insights, while working on smaller, collaborative team environments.

KEY SKILLS

Brand Awareness and Messaging | Multi-Channel Marketing Campaigns | Growth Marketing Strategy | Thought Leadership | Content Marketing Strategy | Product Marketing | Digital Marketing | Demand Generation | Lead Generation | Cross-Functional Collaboration | Account Based Marketing (ABM) | SEO | Social Media | Data-Driven Decision Making | Marketing Automation | A/B Testing | Conversion Rate Optimization (CRO) | Employee Brand Advocacy | Vendor Management | Team Leadership and Development | Freelance and Agency Development | Executive Leadership | Budget Management | Contracts and Negotiations | Process Improvements | Customer and Partner Marketing | Project Management

MARTECH EXPERIENCE

HubSpot (Marketing Automation and CRM), Drift, Triblio (IDG), Rollworks, ZoomInfo, Monday.com, Semrush, ChatGPT, Claude, Anthropic, RB2B, Salesloft, Google Analytics, Chili Piper, GagggleAMP, Slack, DataDog, G2, Zendesk

PROFESSIONAL EXPERIENCE

GagggleAMP

Fully Remote

Director of Marketing

February 2019 - September 2024

Targeted marketing teams to help them increase brand awareness via social media using employee advocacy. Executed all demand generation, content and customer marketing, and employee advocacy efforts, resulting in a CAC payback period of less than 10 months with 66% of all closed-won deals influenced or attributed to marketing. Modernized and scaled a robust content engine, organically contributing to 70% of all leads while owning a product-led organic trial experience. Hired, onboarded, and coached team members, agencies, and freelancer relationships.

- Increased ARR 20%+ YoY through **multi-channel marketing campaigns**, targeting customer acquisition and **lead generation**; Leveraged customer marketing to reduce churn by 15% YoY
- Executed **data-driven demand generation** strategies, scaling in-ICP lead generation from 38% to 72%
- **Partnered closely with the revenue and product teams** to identify key opportunities, align on strategy, launch ABM campaigns, and build processes. Used analytical insight to make data-driven decisions in our ICP while optimizing for LTV and CAC reduction

eZanga (rebranded as Anura.io)

Middletown, DE

Director of Marketing

March 2014 - October 2018

Onboarded PPC and affiliate marketers to help them increase the effectiveness of their advertising campaigns by eliminating fraudulent clicks on campaigns. Developed a content and SEO strategy, digital marketing research, and ad fraud reporting efforts, disrupting the industry by uncovering a \$3B ad fraud scheme in the Google Play Store. Trained a team of digital marketers who optimized content for blogs and social media channels, driving engagement and visibility, while overseeing a full rebrand.

- **Boosted lead generation rate** by more than 200% YoY and boosted customer adoption rates by 134% YoY
- Produced a 200% **increase in organic traffic**, specific to content efforts, for two consecutive years
- **Spearheaded a rebrand** and product pivot from concept to implementation. Developed all new messaging, positioning, value propositions, media kits, web design, press relations, scope, and vision
- **Created brand awareness** through disrupting traditional ad fraud measurement solutions. Reported on fraud findings via PR, marketing, content, social media, campaign management, event planning, and trade shows

Genji, Inc.

Philadelphia, PA

Promotions Marketing Manager

May 2013 - March 2014

Attracted individual consumers to restaurant and kiosk locations to encourage them to choose sushi and other asian cuisine as a

satisfying option. Reduced marketing expenses 30% with vendor consolidations and local marketing personnel. Liaised with local media outlets to secure earned media and influencer placements. Aligned with operations teams and local stores to optimize product mix, sell-through, and improve overall quality and freshness of our offerings.

- Coordinated marketing campaigns for 170+ retail locations across four brands with over \$1.5M in allocated budget
- Implemented the first email and social media marketing campaigns by **co-marketing** with Whole Foods Market. Launched test campaigns across seven regions in the U.S. and U.K. to result in a 27% increase in same-store sushi sales
- Created and distributed **social promotions** for Mai and Hai branded restaurants to increase brand reach and awareness
- Trained and mentored a team of eight promotion and event coordinators, leading to a material-to-market improvement of 24% and **local store events** increase of 42%
- Named '**Manager of the Year**' by peers and colleagues for my commitment to cost reductions, sentiment, and overall market presence

Assistant Marketing Manager

April 2009 - May 2013

Designed in-store sales collateral and digital marketing campaigns (POP, case studies, newsletters, fact sheets, website, and social media posts) for Whole Foods Market sushi kiosk locations. Launched all local store marketing and in-store marketing for Mai (NYC) and Hai Street (Philadelphia) spin-off restaurant concepts, resulting in an 11% increase in incremental sales.

- Facilitated all **promotional campaigns**, regional food costing reporting, SKU, pricing, and allergen requirements across 80+ retail locations
- Collaborated with District Managers for promotional execution and **owned the relationship** between local store marketing and corporate Whole Foods Market management teams

Dominion Enterprises

Aston, PA

Advertising Market Manager

October 2006 - April 2009

Engaged with commercial and recreational dealerships to socialize their assets to in-market consumers via print and online mediums. Managed a team of field marketing representatives, ad placements, and sales of Work Truck, Equipment, RV, Cycle Trader, Boat, and Yacht Trader magazines and digital listings. Worked closely with Cox Automotive to promote the 'Trader' family of publications in the tri-state market (Philadelphia, NYC, and New Jersey locations).

- Audited six brand extensions with both print and online complements for strategic placements, thus **improving asset discoverability** and private selling opportunities
- Received the **Medium Market Growth Award** for increasing revenue 116% in the tri-state area

Frito-Lay, Inc.

Louisville, KY & Cleveland, OH

District Manager

July 2003 - October 2006

Developed 45-50 merchandising team members for both big-box grocery and mom and pop convenience store locations ensuring product sell-through and reduction in spoilage. Built relationships with local store management to secure additional business opportunities during key holidays and profitability among key accounts.

- Aligned **business development** functions with merchandising, new product rollouts, territory growth, and customer promotions
- Guided employee satisfaction and scheduling in a hybrid union/non-union environment

EDUCATION

Miami University

Oxford, OH

Bachelors of Science in Marketing

Laws, Hall, and Associates

London, England

Walkers Internship

LEADERSHIP AND VOLUNTEER WORK

Christ's Church of the Valley

Queen Creek, AZ

Early Kids Volunteer & Operations Team Member

April 2020 - Current

National Academy of Finance (NAF)

Middletown, DE

Founding Board Member & Secretary of the Appoquinimink School District Chapter

January 2017 - January 2019

Junior Achievement

Wilmington, DE

Young Professionals Founding Board Member

October 2017 - January 2019