

Todd Plunk

www.toddplunk.com

Who I am:

Strategic thinker with over 8 years of cross-functional experience managing projects, transforming processes and building marketing programs in both start-up and established companies.

Why hire me?

- Current MBA candidate with coursework in project management, statistics, management, finance, economics and information security.
- Proven ability to design, build and implement marketing systems, operations, and processes.
- Passion for transformation and process improvement.
- Ability to create a strategic plan and execute against a budget.
- Capable of clear verbal and written communication.
- Ability to develop and maintain relationships with executives, partners and customers.
- Understanding of project management, currently learning Scrum methodology

Where I have worked:

Synthesio — Marketing Manager

Jan. 2014 – Dec. 2016

Operations — Managed global marketing operations. This included managing annual marketing budgets from \$500k - \$1M, tracking invoice payments, and reporting team performance metrics. Using Marketo, Salesforce, Domo and Datorama, I built performance metrics to show cost per lead, acquisition and conversion program performance and UTM link reporting.

Marketing — Served as the team's MarTech expert. This included designing and implementing marketing programs to score leads based on behavior and demographic values, manage the lead flow between Marketo and Salesforce and project manage special projects as needed. I also served as a Salesforce admin and earned my Marketo Certified Expert Certification.

Partnerships — Worked with marketing and integration partners. This included building new relationships and implementing joint marketing campaigns across digital and physical channels.

Events — Crafted a global event strategy focused on brand awareness and lead generation. This included research, planning and execution of 100+ marketing events around the world. Additionally, I project managed an annual internal Kick-Off event held in Europe each year for all 100+ employees.

IBM — Worldwide Marketing Event Strategy Manager

Feb. 2010 – Jul. 2013

Strategic THINKer — Joined the team that launched the new IBM MobileFirst brand. I was selected to lead the global event strategy and roll-out of the new enterprise mobility software brand. After the successful launch at Mobile World Congress in Barcelona in 2012, I continued to build event strategy and execute key events aimed at building a new global brand in the market.

Marketing — Joined the WebSphere worldwide marketing team after the successful acquisition of Lombardi Software in 2010. During my first year, now armed with a global sales force, this primarily included integrating the Lombardi messaging into more than 40 events around the world.

Events — Created global event strategy for the WebSphere brand. After successfully incorporating Lombardi into the IBM stack in year one, I transferred to the worldwide WebSphere event team to build event strategy focused on increasing brand awareness globally. Additionally, I served on the core event team for IBM Impact, an annual user conference attracting 10,000+ attendees and regularly project managed special large-scale, large-budget events around the world.

Lombardi Software — Marketing Specialist

Jan. 2008 – Jan. 2010

Marketing — Joined the marketing team to primarily focus on events. This included creating marketing campaigns and lead management plans for marketing events, managing an annual event budget of up to \$1M, working with sales to follow-up with newly acquired leads, and reporting on event performance.

Events — Grew into the sole event leader for the company. This included building event strategy for marketing events, executing on 50+ marketing events over the two years and project managing internal employee events. Internal events included two ‘Kick-Off’ events held in Austin each year for all 150+ employees, as well as two ‘Top Gun’ sales incentive trips held in St. Lucia and the Bahamas.

Where I went to school:

Texas State University — McCoy Graduate School of Business

2016 - 2019

MBA candidate, emphasis in Computer Information Systems

The University of Texas at Austin — College of Communication

2002 - 2005

BS, Communication Studies — Corporate Communication with a Business Minor

* - View my full work history and professional recommendations at www.linkedin.com/in/toddplunk