


# Dawn Romvari

## Strategic Marketing Advisor & Content Creator

Executive with 15+ years of experience driving conversion, engagement, and enhancing brand visibility in the B2B tech industry. Renowned for creating marketing strategies that deliver results.



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 NYC/NJ

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### AREAS OF STRENGTH

- Strategy Creation
- Revenue Growth
- Brand Alignment/Awareness
- Channel/Partner Alliances
- Content Creation/Content Audits
- SEO & SEM
- Customer Segmentation
- Data Analysis
- Performance Measurement
- Social Media
- Budgeting & Forecasting

### INDUSTRIES

- Digital Infrastructure & Technology (Data Centers, Computer Network, Cloud Computing, Telecommunications, Storage, Hardware, Software, Cybersecurity, AI...)
- SaaS
- Pharmaceutical
- Healthcare
- Fintech
- Insurance
- Consumer Goods

### AI-POWERED TOOLS

- UXPressia (Buyer Personas)
- DALL-E (Image Generator)
- Visme (Infographics & Pres)
- Surfer (SEO Optimization)
- Unlayer (Email & Newsletter)
- Marin (Ads-Paid Search & Social)
- Grammarly (Writing & Editing)

### QUANTIFIABLE RESULTS

**Social Media Growth:** Increased LinkedIn engagement and followership by 112% in 21 months by creating a dynamic social media calendar and innovative multimedia content, averaging 32 posts monthly.

**Event Management Success:** Designed and implemented a high-impact partner event, managing everything from initial concept development through execution, culminating in the closure of deals worth over \$500K.

**Email Campaign Leadership:** Directed email marketing campaigns for upsell and new prospects, achieving open rates on average of 39% to 45%.

**Targeted Drip Campaign:** Created and led a targeted drip campaign to introduce a new platform, engaging 1K current clients who met specific segmentation criteria, resulting in 27 sign-ups and deals worth over \$350K with call support from the sales team.

### EXPERIENCE

#### STRATEGIC MARKETING ADVISOR & CONTENT CREATOR

*the content catalyst strategist (Sole Proprietor) | New York, NY | 8/2009 - Present*

- Creating strategic marketing roadmaps
- Designing 360-degree campaigns to promote a variety of products and services on a project-by-project basis for B2B and B2C clients including blogs, white papers, case studies, social platforms, and collateral
- Leading client meetings to determine project needs and requirements to identify correct course of action that aligns with client goals

#### CHIEF CONTENT OFFICER

*Yotta (Remote) | 11/2023 - 11/2024*

Guided a startup tech event company aimed at breaking down the abstraction layers that currently separate the digital infrastructure industry and players in the broader ecosystem. Worked alongside [George Rockett](#), the founder of Yotta and DatacenterDynamics, to create an event agenda featuring C-level keynotes, workshops, demos, fireside chats, and VIP sessions.

- Established new partnerships with industry organizations and brands to promote the startup event company and its objectives within the digital infrastructure sector
- Engaged with Yotta's Advisory Board and Vision80 panelists to gain insights to guide the themes and content direction
- Lead speaker acquisition and management, including crafting pitch emails to secure keynotes
- Set up and hosted 100 prep calls with C-suite executives within the digital infrastructure industry

#### B2B CONTENT MARKETING MANAGER (STRATEGIST)

*Netrality Data Centers (Remote) | 9/2021 - 9/2023*

- Developed, implemented, and executed an editorial and social media calendar
- Created solid strategic marketing initiatives for content including demand generation, sales enablement, and brand awareness
- Led channel partner initiatives, driving pipeline growth & deal closures
- Wrote compelling content showcasing company as subject matter experts

## SOFTWARE & PLATFORMS

- Salesforce
- HubSpot
- Pardot
- Outreach
- TechTarget Priority Engine
- Alchemer
- Canva
- Wibbitz
- Pipedrive
- Jira
- Zoho
- Monday.com
- WordPress
- Cvent
- Google Analytics (Certified)
- LinkedIn, X, & Instagram

## EDUCATION

BA | HISTORY  
City University of NY  
Brooklyn College

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## PRODUCT MARKETING & B2B CONTENT MANAGER

*Progressive Leasing (Remote) | 4/2021 - 7/2021*

- Developed, and executed strategic marketing plans for product launches for retailers to increase GMV and sales
- Produced content across a variety of mediums (digital and print) to facilitate a world class B2B selling process
- Built and fostered relationships with the internal Business Development, Sales, Product, and Design teams

## MARKETING ACCOUNT MANAGER

*Motus (Wireless Analytics was acquired by Motus | Remote) | 11/2017 - 3/2021*

- Created and executed the strategic marketing plan for Channel Partners to foster relationships, grow pipeline, and close deals
- Produced mixed media content including videos, banners, blogs, and sales collateral to increase engagement while promoting brand awareness

## ADDITIONAL EXPERIENCE

*INNOVYX, NYC | Senior Account Executive | 3/2009 - 7/2009*

*Direct Marketing Advertising Distributors, NY | Marketing Manager | 8/2004 - 1/2006*

*Quinn Fable Advertising, NYC | Marketing Manager | 6/2003 - 8/2004*

*KPC: Christopher Thomas, NY | Account Executive | 11/2002 - 6/2003*

*Altice USA (Formerly Cablevision), NY | Traffic Coordinator | 4/2001 - 11/2002*