

Kimberly A. Lindquist
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EXPERIENCE //

Drafted

Head of Marketing

Cambridge, MA
Aug 2016 - Present

- Currently developing and executing full-funnel marketing for seed-stage recruiting startup.
- Charged with go-to-market strategy including buyer personas, content, and partnerships for demand generation.

InsightSquared

Director of Marketing, Brand Awareness

Boston, MA
Mar 2013 - Jun 2016

- Led team focused on awareness via events, PR and influencer relations, customer advocacy and social.
- Ran business-critical launches including 2 free apps (Slack, iOS) , tradeshows, and product launches.
- Managed 20+ events annually, including creative and logistics for multi-day Salesforce Dreamforce event (4 yrs)
- Increased pipeline and ROI from marketing campaigns through sales enablement and CRM automation.

Head of Partnerships & Brand Strategy

Nov 2014 - Sep 2015

- Launched 5 free Salesforce AppExchange apps, sourcing 34% of all deals (\$3M), and influencing 64% of all bookings.
- Established 20+ partnerships including business development and co-marketing.
- Supported Channel Sales program including co-marketing, sales enablement, and events.
- Led team of focused on awareness and demand gen via partnerships, events, PR and integrated campaigns.

Partner Marketing Manager

Jun 2013 - Oct 2014

- Established and maintained co-marketing partnerships with key data-providers, Salesforce and Bullhorn.
- Developed strategic co-marketing partnerships with B2B companies for demand generations and awareness.
- Oversaw strategic direction and performance of public relations and events program.

Mar 2013 - Jun 2013

Content Marketing Manager

- Researched and wrote 4 eBooks and 4 whitepapers on data-driven sales and marketing management.

Alleyoop (Pearson Education)

Boston, MA
May 2012 - Mar 2013

Digital Marketing Manager

- Executed content, PR, and partner marketing strategy to engage 100,000 user-base of teens preparing for college.

ListEngage

Framingham, MA

ExactTarget Professional Services Project Manager

May 2009 - May 2012

- Certified Project Manager for ExactTarget. Delivered 40+ annual email and automation integrations.
- Managed execution of email campaigns, social media, content and reporting, for ListEngage client base.

MIT Sloan Fellows Program

Cambridge, MA
Jan 2008 - Dec 2008

Program Assistant/Event Assistant

- Coordinated event logistics and marketing communications for 500+ MIT Sloan alumni conference.

EDUCATION //

Boston College

Chestnut Hill, MA

Bachelor of Arts, English & Communication

May 2007

Emerson College

Boston, MA

Master of Arts, Integrated Marketing Communication

Dec 2015

SKILLS //

Creative thinker. Excellent writer and presenter. Proven partner and influencer relationship developer. Excel at campaign management and cross-team project management. Deep knowledge of go-to-market engines, including marketing and sales analysis. Leader-by-example.

INTERESTS //

Marketing and technology, reading, the outdoors, dogs, grilling, and travel.