

Marilyn Cox

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Marketing Vice President - Marketing Principal – Industry Analyst – Product Strategist

Strategy Development ~ Research & Analysis ~ Project Management

Profile of Qualifications

Vice President of Marketing at Clubessential Holdings. Established a Marketing Center of Excellence and infrastructure supporting 4 companies within the Holding Company – Clubessential, ClubReady, Vermont Systems, and PrestoSports. Led and implemented The Second City Customer Experience platform consisting of SFDC CRM, SFDC Communities, SFDC Marketing Cloud, SFDC Social Studio, SFD Wave Analytics, Oracle Eloqua, Turnstyle, Cision, and SurveyMonkey – as well as Trip Advisor, Google Reviews, and OpenTable. Developed the Industry Center of Excellence within the Oracle Marketing Cloud. Modern Marketing best practices sleuth. Researched, guided and delivered marketing expertise to customers by developing industry-specific best practices. Facilitated exchanges between companies facing similar industry business challenges.

Desire to make peoples' jobs a bit easier. Exists to empower sales and support the customer. Strong leadership expertise in managing all aspects of marketing communications as well as business development, project management, procurement, training, business process reengineering, and account management. Adept at directing both creative and technical resources to achieve and exceed strategic and tactical marketing communication objectives. Proven success in leveraging marketing automation, demand generation, content marketing, data modeling, and social media systems to effectively propel revenue growth. Well-versed in cutting-edge eCommerce and communication solutions, including implementation of solutions into company environment.

Selected Achievements:

- To date directly generated over \$10MM in sales pipeline and \$2MM in closed revenue. This revenue was directly tracked against specific marketing programs and channels.
- In 2017, directly generated \$2,791,025 in closed revenue. This revenue was directly tracked against specific marketing programs and channels. Marketing was directly responsible for 67% of all sales opportunities.
- In 2016, directly generated \$2,947,480 in closed revenue. This revenue was directly tracked against specific marketing programs and channels. Marketing was directly responsible for 73% of all sales opportunities.
- 2018 and 2017 Markie Nominee for Best Emerging Marketing Program.
- Successfully developed, nurtured and engaged over 100 industry customer advocates
- Spoke at over 40 events, including 5 keynote addresses.
- Consult with, and provide guidance and best practices to, marketing executives across countless Fortune 500 companies.
- [2015 Winner 20 Women to Watch in Sales Lead Management.](#)
- Contributed to 20% increase in hand-offs from Lead Generators to Inside Sales Reps, a 163% increase in the number of High Impact Presentations completed, an 85%

increase in account opportunities, and increased pipeline 85%—from \$8.1 to \$15 million for one product from one campaign alone.

- Championed series of cost-cutting strategies at Cincom Systems to decrease 2009 expenses by 12%.
- Finalist for 2012 Sales and Marketing Alignment Markie Award.
- Runner-up in 2012 BtoB Magazine's Best of Marketing Campaign Series Award.
- Rapidly mastered product groups at Cincom to introduce new processes and project management methods which drastically increased successful outcomes from 9% to 83%.

Professional Experience

Clubessential Holdings, Cincinnati, Ohio, 2018 to Present

Vice President of Marketing – Clubessential Holdings (2018 to Present)

- Developed a Marketing Center of Excellence to support the 3 companies under the Holding Company umbrella – Clubessential, ClubReady, Vermont Systems, and PrestoSports.
- Established and managed a \$1.3 million marketing budget across 3 companies.
- Participated in quarterly board meetings with PE firm to communicate strategy, results, and future plans.
- Launched new branding for all 3 companies, encompassing the other company acquisitions within each business.
- Developed multi-channel marketing programs across all 3 programs including new websites, content marketing initiatives, behavior-driven drip campaigns, digital advertising and social media strategy, events, and user groups.
- Developed partnerships with influential industry associations like the CMAA, IHRSA, BFS, NCAA, and NAIA.
- Managed and developed the strategy and process for our end-to-end customer experience infrastructure including 3 instances of SFDC Sales Cloud, SFDC Pardot, SFDC Service Cloud, and SFDC Communities.
- Implemented closed loop reporting to measure ROI.
- Deployed sales enablement programming to support shared sales and marketing goals.

The Second City, Chicago, Illinois, 2016 to 2018

Vice President of Marketing – The Second City (2016 to 2018)

- Designed and developed The Second City Customer Experience Strategy. This strategy and program encompassed all areas of The Second City including theaters and training centers in Chicago, Toronto, and LA – Harold Ramis Film School - Second City Works – Touring Companies – Theatrical Partnerships including Kantar, NYSE, University of Chicago, and Norwegian Cruise Lines.
- Managed and developed the strategy and process for our end-to-end customer experience infrastructure including SFDC CRM, 2 instances of PatronManager (built on SFDC CRM), Oracle Marketing Cloud (Eloqua), SFDC Marketing Cloud (ExactTarget and Social Studio), SFDC Communities, and SFDC Wave – as well as TripAdvisor, Google Reviews, and OpenTable.
- Managed the reporting and response for customer experience feedback.
- Managed the web strategy for www.secondcity.com.
- Managed the print and digital advertising strategy across all of The Second City.

- Analyzed statistical reports to fortify marketing performance and outcomes.
- Played an integral role in strategic business planning, goal setting, budgeting, and staff leadership.
- Trained, mentored, motivated and directed all sales and marketing personnel in achieving highest quality deliverables.
- Developed Marketing Intern program.

Second City Works, Chicago, Illinois, 2015 to 2018

Director of Marketing – Second City Works (2015 to 2018)

- In 2016, directly generated \$2,947,480 in closed revenue. This revenue was directly tracked against specific marketing programs and channels. Marketing was directly responsible for 73% of all sales opportunities.
- In Q1FY directly generated \$359,375 in closed revenue and \$1,285,325 in pipeline.
- 2017 Markie Nominee for Best Emerging Marketing Program.
- Strategized, developed, and managed the annual marketing plan.
- Developed inbound marketing programs tied to paid, owned and earned digital marketing programs.
- Developed outbound marketing programs tied to lead generation, lead nurturing, and lead reactivation campaigns.
- Developed and managed content marketing strategy for The Second City Works blog, and “Getting to Yes, And” podcast.
- Leveraged social media tools like SFDC Social Studio to identify and develop an extensive sphere of influence across industries like ethics and compliance, learning and development, and marketing and consumer insights.
- Identified, nurtured, and engaged customer advocates through programs like “Yes, Ambassadors” and “Second City Works Crates” programs.
- Analyzed statistical reports to fortify marketing performance and outcomes.
- Play an integral role in strategic business planning, goal setting, budgeting, and staff leadership.

Oracle, Cincinnati, Ohio, 2013 to 2016

Marketing Principal – Industry Practices, Oracle Marketing Cloud (2013 to 2016)

- Consulted with, and provided guidance and best practices to, marketing executives across countless Fortune 500 companies.
- Developed the Industry Center of Excellence within the Oracle Marketing Cloud.
- Contributed to the development and release of 7 industry product trims.
- Developed the [Topliners Industry Center of Excellence for Health and Life Science](#) and authored [67 thought leadership content pieces for marketing and sales in the health and life science industry.](#)
- Developed the Topliners [Industry Center of Excellence for Manufacturing](#) and authored [71 thought leadership content pieces for marketing and sales in the manufacturing industry.](#)
- Developed the [Topliners Industry Center of Excellence for Financial Services](#) and authored [35 thought leadership content pieces for marketing and sales in the financial services industry.](#)

- Executed additional thought leadership blogs tied to marketing's impact on finance and balance marketing and compliance best practices.
- Developed and hosted the [VerticalX thought leadership podcast series](#).
- Generated industry thought leadership following for Financial Services, Manufacturing, and Life Sciences through blogs, articles, white papers, events, speaking engagements, webinars, and podcasts.
- Leveraged social media to identify and develop an extensive sphere of influence across the sales, marketing, financial services, manufacturing, and life sciences industry ecosystems.
- Identified, nurtured, and engaged industry customer advocates creating an industry advocate program.
- Analyzed statistical reports to fortify marketing performance and outcomes.
- Play an integral role in strategic business planning, goal setting, budgeting, and staff leadership.
- Trained and enabled an extensive Oracle Marketing Cloud, Oracle CX, and Oracle Partner ecosystem on industry best practices and the value of vertical trim products.

Cincom Systems, Cincinnati, Ohio, 2007 to 2013

Director of Marketing Communications (2012 to 2013)

- Implemented marketing and sales alignment process.
- Led closed loop reporting project to effectively demonstrate marketing ROI
- Spearhead full-scope marketing communications inclusive of program development, public relations, global project management, and language translation for all products worldwide.
- Closely partnered with other departments to optimize digital and print marketing, tradeshow activity, social media and direct marketing efforts.
- Effectively interfaced with vendors to produce high-impact promotional materials.
- Analyzed statistical reports to fortify marketing performance and outcomes.
- Played an integral role in strategic business planning, goal setting, budgeting, and staff leadership.
- Trained, mentored, motivated and directed all sales and marketing personnel in achieving highest quality deliverables.

Manager, Marketing Operations & Information Engineering (2009 to 2012)

- Strategized the use and enhancement of Eloqua and MSCRM systems
- Oversaw all aspects of lead generation campaigns, website design/content, electronic and print collateral, tradeshow participation, and language translation for company products.
- Steered cost-effective project management activities company-wide and directed 18 personnel globally.
- Successfully managed annual budget of \$1.6M+ and supervised multiple technical writers, course developers and language translators.
- Resourcefully initiated and managed company's internship program involving six interns per quarter.

Project Manager (2007 to 2009)

- Project-managed all aspects of marketing communications initiatives encompassing documentation, education, and language services in precise alignment with project scope, schedule, and budget.
- Researched, developed and implemented innovative processes which boosted corporate productivity, reduced operating costs, and fortified corporate bottom-line.

Cincinnati Bell, Dayton, Ohio, 2006 to 2007

Project Manager / Account Manager

- Effectively managed projects within Greater Dayton select markets for installation of T1, DSL, cellular, equipment, and professional services; constantly remained with established scope, schedule, and budget.
- Managed, expanded and maintained 175+ existing business accounts with individual account revenue ranging from several hundred dollars to over \$23K annually.

Reynolds & Reynolds, Dayton, Ohio, 2003 to 2006

Account Manager

- Drove sales growth for Integrated Document Solution-BDC through exceptional talents in the complete sales cycle as well as polished interpersonal and communication skills.
- Managed, maintained and expanded 3,144 existing business accounts with individual account revenue ranging from several hundred dollars to over \$5K annually.

Buckeye Business Forms, Westerville OH, 2002 to 2003

Account Representative

- Efficiently serviced over 30 business accounts ranging in revenues from several thousand dollars to over \$100K annually.
- Researched clients' needs and assembled persuasive proposals which improved client productivity, cost control, and bottom-line through online ordering and outsourcing.

Education & Certifications

Political Science, The Ohio State University, 1998-2002, completing degree in 2020

Executive MBA (in progress), Xavier University, 2020 with scheduled degree completion December 2021

Affiliations

Cincinnati AMA

PMI Global Member and Dayton/Miami Valley Chapter

Global Project Management Group

Project Management Professionals Alliance

Computer Skills

Microsoft Office Suite (Word, Power Point, Excel, Access), Microsoft Project, Crystal Reports, Animoto, SlideRocket, Eloqua (Level 1 Certification, Eloqua Master and Eloqua RPM certified), Compendium, BlueKai, Responsys, Microsoft Dynamics, SFDC, WordPress, Twitter, Digg, LinkedIn, Google+, Facebook