

ELLEN FALLTRICK

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PROFESSIONAL EXPERIENCE

Veza | *February 2023-Present*

Campaign Manager | *March 2024 - Present*

- Orchestrated integrated demand generation campaigns across paid social, organic social, and email channels, resulting in increased customer acquisition and revenue.
- Developed and managed personalized lifecycle nurture email cycles to drive engagement and revenue, leveraging creative storytelling techniques.
- Managed thought leadership programs, including co-authoring and publishing several books with prominent cybersecurity leaders.

Digital Marketing Strategist | *February 2023 - February 2024*

- Developed thought leadership programs, including [podcasts](#) and [technical newsletters](#), resulting in a substantial following of 6,000+.
- Managed and crafted content for digital channels, including email, organic social, paid social, SEO, and executive social media accounts.

Bravado.co | *November 2020 - January 2023*

Integrated Marketing Manager | *March 2022 - January 2023*

- Led the development and execution of lifecycle marketing strategies, encompassing email, push, and SMS, contributing to a 1000%+ growth in community members.
- Managed integrated campaigns for both the B2C community ("The War Room") and B2B recruiting platform, "Bravado Jobs," driving brand awareness and lead acquisition.
- Developed go-to-market strategies for product launches utilizing digital channels, resulting in successful launches and increased customer acquisition.

Email Marketing Manager | *November 2020 - March 2022*

- Developed and executed lifecycle marketing strategies utilizing email, push, and SMS channels, exceeding goals for open rates, click-through rates, and on-site conversions.
- Crafted compelling copy for digital assets, video scripts, and email campaigns, aligning with brand messaging and customer engagement objectives.

Engelbrecht Advertising | *January 2018 - November 2020*

Senior Account Executive

- Managed integrated marketing campaigns for 30+ companies, including media buying, asset design, and go-to-market strategies for their various products/services.
- Supervised a team of 7+ account executives, copywriters, designers, video, and audio producers to create compelling copy, graphic, and video assets for campaigns.

EDUCATION

- **Master of Business Administration (MBA), *Project Management* | CSU, Chico**
- **Bachelor of Science in Business Administration, *Marketing* | CSU, Chico**
- **Certified Associate Project Manager (CAPM) | *Nat. Project Management Institute***