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B2B
Digital
Marketing

Web &
Digital
Platforms

Digital
Analytics

WEB & DIGITAL MARKETING LEADER

SELECTED HIGHLIGHTS

- ✓ **Passionate Web Leader** with deep experience driving web programs and creative content strategies focused on growing the business
- ✓ Drives digital technology adoption to transform launch marketing, lead generation, reporting process and campaign operations
- ✓ Delivers thought leadership and insights on the evolving digital, technical, web and social landscape
- ✓ Leverages metrics and analytics to measure success, drive desired outcomes, maximize marketing investments and inform ongoing optimization and strategy
- ✓ A highly collaborative and hands-on leader accustomed to working in fast-paced, matrixed and cross-functional global organizations

CORE COMPETENCIES

Digital Marketing Strategy
Data-Driven Content Journeys
Web Conversion Optimization
Mar-Tech Stack: CMS, MAP, DMP
Global Web Personalization
Attribution, Analytics & Reporting
IT Development Requirements & UAT
Cross-Functional Team Leadership

PROFESSIONAL EXPERIENCE

VMware Inc.

DIRECTOR, DIGITAL MARKETING | Jul 2018 – Dec 2020

Directed digital analytics and IT integration, demand generation, social media and web personalization. Headed conversion optimization strategy with a focus on personalized web experience.

- **Increased conversion rates by over 500% and reduced digital cost per lead by 45%** by building omni-channel digital marketing programs and leveraging marketing technology and data to impact the customer lifecycle
- **Accelerated buying decisions** and supported the entire customer lifecycle by planning and crafting compelling digital content for technical customers and prospects
- **Nurtured target market with the best offer and targeted key personas** through web personalization account-based marketing (ABM) programs using artificial intelligence (AI) and machine learning (ML) propensity model
- **Created a series of executive and expert-level dashboards** using Tableau and Hadoop, to automate daily updates to key digital performance data and allow for trended insights and click-level data for real-time campaign decisions
- **Built a predictive marketing spend model** that used budget as an input to predict total leads and leads per marketing channel to determine budget allocation

VMware Inc.

SENIOR MANAGER, DIGITAL STRATEGY | Feb 2015 – Jul 2018

Leveraged strategic content and digital platforms to build brand awareness, create demand and educate customers.

- **Filled sales funnels, accelerated the buyer journey and increased digital data from web, email and social consumption** by driving omni-channel digital demand generation programs and audience targeting strategies
- **Tripled assigned budget and maintained consistent growth in funding quarter over quarter for 3 lines of business** by assuming leadership of the Analytics and Inbound Marketing teams, garnering direct funding of omni-channel programs and cultivating agency relationships to execute paid media campaigns
- **Streamlined the quarterly business report delivery from 21 to 5 days**; organized process for data ingestion and templated reports; presented in front of senior and executive-level leadership
- **Piloted data-driven strategies and new vendors** to locate and engage target audiences by promoting the next best offer according to their persona and behavior signals

VMware Inc.

SENIOR SOCIAL MARKETING MANAGER | Jan 2012 – Feb 2015

Spearheaded the social media demand strategy and programs, expanded the social reach of VMware, managed and curated content for Twitter, Facebook and LinkedIn.

- **Drove \$4M in marketing source pipeline** with \$0 additional spend
- **Produced 18% quarterly organic follower growth** on social media, deploying a geo-optimized cadence of rich content
- **Deepened conversations and engagement with social media audiences** and amplified key news and stories by curating and building impactful, shareable and scalable programs
- **Drove social media execution alignment** by developing and maintaining tools, processes and governance
- **Facilitated training and social media certification sessions** to cultivate knowledgeable, high-performing teams

PRIOR RELATED EXPERIENCE

- **Senior Web Marketing Manager | 2008 | VMware, Inc.**
- **Senior Web Producer | 2006 | VMware, Inc.**
- **Web Developer | 2004 | VMware, Inc.**
- **Web Content Specialist | 2003 | Trend Micro, Inc.**
- **Web Strategist and Intranet Manager | 2001 | Blue Pumpkin Software, Inc.**

EDUCATION

- **Bachelor of Arts (BA) in Physical Anthropology**, University of California, Santa Barbara
- **Advanced Social Media Certification**, SimpliLearn
- **Advanced Conversion Optimization Certification**, SimpliLearn