



Dear Schneider Electric team,

I'm excited to apply for the Head of Marketing Role.

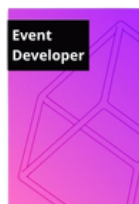
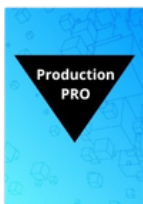
Over my career I've built expertise across live, digital, and channel performance marketing including growth campaigns, demand generation, content creation, brand strategy, ABM, GTM planning, and quota development. More recently, I've built agentic AI workflows into how my teams operate, using them to cut speed-to-launch and remove bottlenecks across marketing execution.

I pair audience feedback with data to sharpen engagement strategies and grow the relationships that matter most, both with prospects and existing clients.

Client relationships are what I care about most in this work, and I try to live by a simple standard: create, innovate, deliver. I hold myself to a high bar on the details, because that's usually what separates a good campaign from one people actually remember.

I'd welcome the chance to talk further and can share references on request. Thanks for your time and consideration.

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LAUREL WILKE

DEMAND GENERATOR
AI OPS INNOVATOR
EVENT-GINEER



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Remote / CA / TN



EXPERTISE

- Pipeline Growth Strategy
- Go-to-Market & Partnerships
- P&L Budget Ownership - Up to \$10M
- Brand & Creative Direction
- Team Building & Leadership
- Stakeholder & Vendor Management

FINANCIAL

HEALTH

TRAVEL & HOSPITALITY

TECH

MEDIA

RETAIL



EDUCATION

Communications BA + Paralegal Degree

San Francisco State University

Corp Event Marketing Association

Member & Contributor



REFERENCES

Joanna Michels, Senior VP
Wells Fargo



Jim Keller, AWS Global CEO
Quantiphi



IMPACT AT A GLANCE

\$50M+

ROI influenced
in 2026 - \$5M sourced
Blend360

400%

E-comm revenue
growth driven
MaxGen Labs

\$10M+

Budgets owned &
forecasted
SoftServe

20 yrs

Leading marketing,
growth & GTM
strategy

10

Departments led
cross-functionally,
8 direct reports

5K+

Global LinkedIn
community
followers



CAREER HIGHLIGHTS

Lead, North America Growth Marketing

Blend, Enterprise Agentic Consulting

~Marketing MVP Award & Hackathon Winner



- Led campaign strategy across client and partner events, initiatives, & conferences influencing over \$50M per year.
- 150% media growth, passing competitors 10X in size.
- Forecast and manage multi-million dollar budgets, allocating spend across funnels to meet strict deadlines.
- Directed 8 cross-functional teams including AWS, Snowflake, PEGA, OpenAI, + all verticals, delivering the fastest + largest deal closings in company history.

Lead, Global Sponsorships & Field Marketing

Split Software, A/B Testing

~ Captain Marvel Award, Top Performer



- Led global sponsorship and activation strategy, driving a 30% increase in ROI and 25% growth in social media engagement across all platforms.
- Produced hybrid events including an annual client + partner conference, headlined by Ali Wong with a VIP thought leadership track, demo experiences, and virtual networking.
- Drove demand generation across strategic partners including AWS, Twilio, Atlassian, and New Relic, expanding pipeline across the partner ecosystem.

Director, Event Sales & Partnerships

Nasdaq Center & IPO Broadcasting

~ Highest sales & event registrants in 10 years



- Planned & produced weekly LIVE Bell Ceremony broadcasts for IPO celebrations on national TV.
- Grew event registration from 200 to over 5,000 attendees through a strategic digital transformation initiative.
- Owned end-to-end programs including logo retention, venue sales, AV production, promos, & evergreen content.
- Secured sponsorship and in-kind funding from partners including Nasdaq, Bank of the West, KPMG, Microsoft, and Wilson Sonsini, to underwrite ongoing programming.

PROFESSIONAL EXPERIENCE



Lead, North America Growth Marketing Director, Strategic Field Marketing Events Lead

2026

2025

Contract to hire, 2024

Enterprise & Fortune500 Agentic Consulting

- Direct cross-functional demand gen campaigns that synthesize data, technology, and strategic vision to drive scalable outcomes.
- Align exec stakeholders and allocate resources to launch high-impact programs under tight deadlines, resulting in over \$50M ROI.
- Turn ambiguous business challenges into clear, actionable growth frameworks, through Hubspot data analysis & creative strategy.



Director, Global Field Marketing AI & Software Services, Healthcare

2023 - 2024

- Led 10 cross-departmental teams to record-breaking event sales through strong community building & PR.
- Owned strategy through execution for key industry events with global partners including AWS, Google, Nvidia, Oracle, and more.
- Forecasted marketing calendar & spend, while tracking KPIs across demand generation & nurture campaigns.
- Managed numerous concurrent projects across time zones, delivering on time and on budget.
- Oversaw internal and external media engagements, expanding partnership opportunities to develop co-branded thought leadership.



Director, Experiential & Sponsorship Marketing Software Development & Consulting Services

2023

Interim

- Managed 8 direct reports, driving 10X+ ROI on experiential events including demo activations & awards ceremonies.
- Directed creative strategy for weekly trade shows, conferences, and customer advocacy programming with partners including Google, Microsoft, AWS, and NASA.
- Led on-site guest relations to elevate client event experiences and drive sales to the business.
- Partnered with Creative, Sales, GTM, Partners, Channel, and Executive teams to streamline execution.



Lead, Global Sponsorships & Field Marketing SaaS, B2B High Tech, Operations

2021 - 2023

Acquired by Harness

- Led global activations & campaigns for AWS, LeadDev, Mind the Product, Split's user conference, and partner summits.
- Built demand gen programs using Salesforce + market insights to grow engagement, strengthen the sales funnel, and increase ROI.
- Forecasted multi-million dollar budgets and vendor costs, closing on time to reduce staffing, production, and travel expenses.



Director, Corporate Event Sales Strategic Community Partnerships Financial Services, Non-profit, Memberships

2019 - 2021

2020 - 2021

- Increased average sponsor donation and revenue 200% in 2020 through strategic contract pricing & tighter overhead costs.
- Drove initiatives to hit \$250,000 quarterly, and over \$1.5 Million in annual donation revenue.
- Led digital transformation and data analysis with Harvard & PennState, driving 150% growth across 120+ countries.
- Enhanced sponsorship communications with major donors including Nasdaq, Microsoft, Bank of the West and Wilson Sonsini.
- Built the world's fastest-growing mentorship platform, with partners including the NFL, US Air Force, Cisco, AARP, and Techstars.



VP, Demand Generation & Marketing B2C Healthcare, E-commerce, Advertising

2017 - 2019

Fractional

- Grew corporate business 400% through new partnerships, referrals & targeted marketing campaigns.
- Managed pre and post event promotion, outreach, and nurture campaigns across direct mail, email, SMS, and cold calling.
- Administered Shopify to streamline sales, optimise marketing tactics, and strengthen customer relationships.
- Built a PR team that tripled social media engagement and earned strong national & local press coverage.



Project Manager, Event Sales & Marketing International Destination Management, Corporate Events

2015 - 2019

- Negotiated multi-million dollar client experiences, selecting venues for brands including AmEx, Toyota, Jeep, and more.
- Represented the brand at industry trade shows to build relationships and generate new business.
- Built long-term vendor relationships worldwide, securing best rates on hotels, restaurants, tours, and transportation.



Manager, Restaurants & Special Events Hospitality Services, Operations

2014 - 2015



Project Manager, Corporate Recruiting Marketing, Advertising, Executive Search

2012 - 2014



Special Events Manager, Bon Appétit at SF Giants Stadium Customer Service, Corporate Events

2007 - 2012