

MORGAN DOYLE

Marketing That Compels

WEBSITE AND PROFILE

- www.linkedin.com/in/morgandoyle
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PROFESSIONAL SUMMARY

Dynamic and strategic International Marketing Executive with over 14 years of leadership in marketing and communications, seeking a new career opportunity to establish roots in an organization, grow alongside its expansion, and significantly contribute, investing 7+ years of impactful results. Proven successful at global marketing, brand expansion, driving revenue, and working closely with cross-functional teams to manage projects and realize profitable outcomes. Strategic thinker, and expert in building global marketing strategies, go to market strategies, and achieving high-growth revenue targets. Advanced leader and project manager. Adept at building multi-channel, integrated global marketing campaigns to drive profits and increase market share. A focused, highly motivated, empathetic, performance-minded leader able to develop and manage cross-channel teams to achieve outstanding results. Supported by a keen interest in psychology, leadership, and communication styles, and understanding consumer behavior. Extensive experience with and ability to influence C-Suite and other stakeholder communications.

CORE SKILLS

Global Marketing, Marketing Strategy, Leading Global Teams, Highly Collaborative, Strong Emotional Intelligence, Brand Development & Expansion, Stakeholder Reporting & Presentation, Cross-Functional Alignment, Digital Marketing, Sales Enablement, Corporate and Global Communications Strategies, Public Relations & Analyst Relations, Scaling Marketing Programs & Teams, Budget Development & Allocation, Revenue & Growth Marketing, Recruiting, Training, and Development, Lead Generation & Demand Generation, Enterprise Analytics, Adaptable, Strategic Thinking, Brand Marketing, Messaging Strategy, Campaign Strategy, Market Dynamics, Strategic Partnerships, Increasing Brand Awareness, Content Marketing, Marketing Automation, Pipeline Growth, Sales Enablement, Verbal and Written Communication Skills, Managing Multiple Projects, Software Industry, Thrive in a Dynamic Environment, Effective in Managing Cross-Functional Initiatives, Able to Lead and Influence, Empathetic, P & L Management, Global Brand Strategy, Consumer Insights

AWARDS & SIGNIFICANT ACCOMPLISHMENTS

- Awarded Hexagon's 2023 Unsung Hero award Launched successful go-to-market strategy for SaaS products in 3 new markets
- Finalist in the Rising Star Category of the 2018 Gwinnett Chamber of Commerce's, Inaugural Moxie Awards, recognizing "women making it happen" November 2018
- Created the company's first annual customer and prospect event, "GDP Game Day," Resulting in over \$750,000 in revenue in the first 9 months. *This event has continued for 8 years.
- Winner of Xerox Business Solutions' 2018 March Madness MPS Marketing Campaign Competition for my design and strategy of an implemented multi-channel marketing campaign
- Selected as the 2017 CBA Media Spokesperson, to represent the Committee for a Better Atlanta, to all selected television, radio, and newspaper media outlets.
- Created a new company incentive trip (president club), C.O.R.E., along with 12 internal events to create and cultivate a company culture.
- Designed the advertisement for Xerox Corporation's new Healthcare MFP product for their technology trade show in 2017.
- Recognized as a finalist for the Forbes Communication Council 2017
- Rebranding & Revitalization Marketing Campaign Project Winner 2013
- Selected into Ole Miss' Who's Who Among U.S. Colleges and Universities, recognizing the top 50 leaders on university campuses around the U.S.
- I created and conducted the first campus-wide "Mortar Board Speaker Series" event, with over 1,000 in attendance, and became the chapter's signature annual event for 12 years now.
- Planned, marketed, and executed 4 philanthropy events with an average of 800 attendees for each and raised \$40,000 for selected charities.

MOST RECENT WORK HISTORY

HEAD OF MARKETING 10/2023 to Current

Adeaca, Atlanta, GA

Global SaaS company

Achievements

- Hired as Marketing Director, promoted to Head of Marketing after of maximized results
- Developed 2-year marketing strategy
- Successfully launched 3 new go-to-market strategies for 3 new industry markets
- Built a target list of 500 new key accounts

- Developed 6-month automated demand generation campaign to drive net new sales
- Enhanced customer engagement with targeted social and content creation.
- Streamlined processes to improve productivity and reduce costs.
- Utilized advanced decision-making skills to determine marketing strategies and campaigns that increased brand visibility by 50%
- Built marketing budget, ensuring effective allocation of resources for maximum ROI.
- Implemented data-driven initiatives and KPIs to measure and guide innovative marketing strategies.
- Conducted comprehensive market research to identify emerging trends and capitalize on new market opportunities. Spearheaded the creation of new UVP, USP, and brand messaging.
- Lead cross-functional collaboration and projects.
- Improved lead generation efforts by implementing targeted inbound marketing strategies.
- Consistently commended by upper management for spearheading and leading effective marketing campaigns.

SENIOR GLOBAL MARKETING MANAGER 11/2020 to 09/2023

Hexagon, Stockholm, Sweden

SaaS business unit, within global billion-dollar enterprise

Achievements

- Head of global marketing, executive team member reporting to president
- Developed comprehensive business strategies that effectively addressed global marketing challenges and boosted brand recognition
- Develop and implement global marketing strategies for Hexagon's Xalt Solutions division
- Collaborated with a team of 20 across divisions and functions in developing a New Portfolio of solutions.
- Successfully launched new global go-to-market strategies for two new SaaS products in 2022 and 2023, and to a new market in 2024
- Developed global GTM strategies for new products and services
- Innovated and improved the global marketing function leading to an increase in brand visibility and sales
- Created new brand identity, mission & vision, tagline, UVP, and supportive key messages.
- Created, managed, and increased engagement across all social media platforms, Facebook by 1300% increase, Instagram by 24600%, and Twitter by 1226.66%
- Improved overall financial efficiency through effective Budget Management in the execution of global B2B marketing initiatives Created Account-Based
- Marketing campaigns that increased prospect engagement and shortened the sales cycle by 30% Managed the creation of dynamic marketing content and communication tools for promotional campaigns.

- Partnered with cross-departmental teams on communications directives for sales teams and streamlined initiatives to grow business.
- Consulted product team through enhancements based on customer feedback to maximize profits and customer satisfaction.
- Boosted brand awareness and generated leads through strategic international marketing campaigns and programs.
- Initiated cross-functional brainstorming sessions to generate new ideas and promotional strategies.
- Developed and presented marketing plans and reports to the CEO and relevant stakeholders.
- Deployed digital marketing plans with effective Search Engine Optimization strategies that increased traffic by 72% and social following by 310% in the first.

DIRECTOR MARKETING STRATEGY 07/2019 to 12/2020

Robotic Marketer, Melbourne, Australia

Global Technology Startup

Achievements

- Head of marketing, startup launch team, reporting directly to founder
- Developed partnerships with Fortune 200 companies, such as Oracle and SAP, and their global channel partner program leads to drive sales results through marketing activations.
- Performed comprehensive marketing workshops with senior stakeholders to collect data, discover business objectives, to inform their custom marketing strategy.
- Built custom, global marketing strategies for medium to enterprise technology and SaaS companies
- Increase marketing ROI for clients by training personnel on marketing strategy implementation and resourcing marketing services
- Collaborate with cross-functional leadership to create best practices marketing initiatives and media positioning for vertical markets
- Compiled product, market, and customer data to forecast accurate sales projects and identify needed marketing support Implemented various initiatives to strengthen the Brand Equity across multiple markets, leading to a substantial rise in consumer recognition and loyalty
- Capitalize on industry and marketplace trends to provide strategic solutions and enhance business operations and market position.
- Responsible for creating, developing, and nurturing client relationships in the U.S., EMEA, and other international markets.
- Collaborated and developed GTM product strategy and launched the product into the market

SENIOR MARKETING MANAGER 07/2019 to 11/2020

Marketing Eye, Atlanta, GA

Global Marketing Agency

Achievements

- Head of agency for the U.S. market, managed the business and team, reported to the CEO
- Manage all Marketing Eye U.S. client relationships, with several global clients
- Expanded Marketing Eye brand in the U.S. through search engine optimization and targeted omnichannel marketing.
- Conducted marketing workshops with key stakeholders from companies across the globe to understand business objectives and identify marketing needs
- Develop and implement customized marketing strategies for B2C and B2B small to medium businesses through to global enterprises.
- Leveraged role as a strategic thinker to restructure the marketing team, improving efficiency by 30%
- Execute business development and lead generation processes, growing sales and new client acquisition.
- Led a team of 9 staff members.
- Directed all marketing projects for each client throughout the client lifecycle.
- Hosted weekly live streams and broadcasts on networks to create brand awareness and provide thought leadership on marketing.
- Grew Marketing Eye U.S. team by 300% through targeted recruitment
- Hired and trained all U.S. marketing employees.
- Utilized digital marketing strategies to improve reach and developed KPIs to measure effectiveness.
- Managed marketing budget and P&L to develop and execute marketing strategies, budgets, and sales plans for business segments in the U.S. market

MARKET RESEARCH ANALYST 03/2019 to 09/2019

Continuum, Boston, MA

Global technology company

- Created, and collaborated with cross-functional teams to build real-time reports on current U.S. market conditions, competitive analysis, and trends to present upper management for better market position.

SENIOR MARKETING COMMUNICATIONS MANAGER 05/2015 to 03/2019

Xerox Business Solutions, Atlanta, GA

Global Enterprise Technology Company

Achievements

- Head of Marketing for the business unit, promoted from Marketing Communications Manager, reported directly to CEO
- Key Strategist responsible for all company marketing, communication, branding, company culture initiatives, and charity partnerships.
- Created the company's first annual customer and prospect technology showcase resulting in over \$750, 000 in net new revenue in year one.

- Created strategy and marketing materials for multi-channel marketing campaigns
- Analyzed marketing campaigns using key performance indicators, to track campaign effectiveness and adjust strategies accordingly
Increased engagement on Facebook by 1300%, Instagram by 24600%, and Twitter by 1226.66%
- Designed graphics and layout, and wrote content for all customer-facing documents
- Launched a new company incentive trip (President's Club) , planned and hosted all travel, accommodation, and activities for 60 people for multiple international and domestic trips
- Crafted company mission & vision statement
- Planned and coordinated all company events internal and external
- Generated the company's first and now annual, leadership training and volunteer day at Atlanta Community Food Bank Responsible for business development and business intelligence teams to support marketing initiatives and sales enablement.
- Marketing Communications Manager, before promotion to Senior Manager:
- Launched a new brand and supportive omnichannel campaign to increase awareness and expand across markets to resonate better with targets.
- Redesigned website and content by utilizing SEO and SEM strategies
- Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.
- Xerox Corporate, DISC Assessment and Training.
- Collaborated with cross-functional teams to improve market position.
- Developed creative sales tools, including digital presentations, proposals, and marketing collateral kits, and developed a top target list to achieve sales goals.
- Orchestrated launch for 110 new Xerox products to expand market share and generate revenue, supported by a PR campaign, Analyst engagements, and a new marketing program.
- Managed a \$500k marketing budget in the first two years and associated market P&L, then a \$750k budget in the years following
- Developed branding and marketing partnerships with non-profit, select charities, and professional organizations.
- Represented on behalf of the CEO at professional engagements, and acted as the liaison for the business unit as a member of the Metro Atlanta Chamber, Atlanta Economic Council, and The Committee for A Better Atlanta
- Lead Press Relations & Analyst Relations for the company, including directing all press engagements and built stakeholder presentations on behalf of the CEOs

PRE-KINDERGARDEN TEACHER 09/2014 to 05/2015

An Apple A Day Early Center, Duluth, GA

Childcare Center - My Family's Business for 40+ years

- Taught English and basic learning skills to a Pre-Kindergarten class of 24 children
- Tutored elementary and middle school children in the afternoons

TOP STAFF, AREA MANAGER 09/2014 to 05/2015

Camp Ozark Mt.Ida, AR

Childcare Center - My Family's Business for 40+ years

- Directly responsible for managing 48 different lifeguards daily (120 throughout my term) and the safety of 400 kids in a waterpark
- Promotion, from previous summer spent as a Counselor successfully leading and managing the well-being of 72 diverse girls aged 12 – 18 years old.

LEADERSHIP CONSULTANT 05/2013 to 09/2014

Kappa Kappa Gamma Fraternity Columbus, OH

International Non-profit

Achievements

- Helped organizations refocus their vision, mission, and brand to improve efficiency and performance through new strategies and developed systems
Successfully coordinated challenging travel schedules and conducted weekly visits to over 35 colleges and universities across the country.
- Transformed skills and success of individual leaders with one-on-one coaching sessions and leadership development training.
- Maintained progress and evaluation reports and managed relationships with 12 leaders at each of the 35 schools, throughout the year.
- Strengthened chapter operations and organizational structures through detailed evaluations and strategic improvement plans.
- Conducted over 60 customized training and development workshops for all chapter members and leadership teams, with audiences ranging from 50 people to 425 people.
- Produced detailed reports outlining key issues and proposed solutions, to all levels of stakeholders.
- Recruited and trained hundreds of members for management role opportunities
- Supported community outreach campaigns by collaborating with local organizations and community groups and advising strategies for partnerships with selected charities.
- Conducted regulatory compliance audits to ensure adherence to protocol by headquarters as well as financial allocation process and procedures
- Still a professional advisor volunteer to this organization today.

EDUCATION

University of Mississippi, University, MS

BBA, Marketing and Corporate Communications

Kedge International School of Business Management, Marseille, France
Associate of Science, International Business Management and Marketing