

KAREN POMAZAL

DIGITAL MARKETING LEADER

630.624.4565 | karenpomazal@yahoo.com

A collaborative and results-driven digital marketing executive with a demonstrated track record in strategic leadership, lead generation, and data-driven marketing strategies that grow leads, increase conversions, and nurture opportunities into growth.

Digital Marketing Strategy - Leadership - HubSpot Gold Partner - Team Development - Strategic Planning - New Business Development - Artificial Intelligence (AI) - Thought Leadership - Content Strategy - SEO - SEM - UX - Inbound Marketing - Content Strategy - Account-Based Marketing (ABM) - Social Media - Event Management - Public Relations - Public Speaking - Content Development - Best Workplace Consultant - Diversity and Inclusion Team - Lead Generation - Conversion Optimization - Budget Management

SELECTED ACCOMPLISHMENTS

- **3x Inbound traffic and leads** | Executed growth-focused, data-driven strategies for the agency, including lead generation, demand generation, SEO, email, and content strategy.
- **\$0 to \$1 million in 1 year** | Led the integrated marketing strategy that achieved record lead generation and new clients, loyalty, and profitability. Grew the inbound business from \$0 to \$1 million. Achieved 20% year-over-year overall business growth for 6 years.
- **100% sales and marketing alignment**
- **4x leads for agency client** | Lead strategist for a client's growth-focused, data-driven strategies: lead generation ads, inbound content strategy, SEO, email nurturing for every stage of the funnel, and content. Lead generation quadrupled.

EXPERIENCE

08 DIGITAL MARKETING AGENCY | REMOTE (Minneapolis, MN)

VICE PRESIDENT, CLIENT STRATEGY | FEBRUARY 2023 - PRESENT

Growth marketing, business development, account management, RevOps, team and agency leadership

- Collaboratively refined and updated the sales process
- Personally achieved first-year closed business of \$1 million+ in a sales role
- Hosted monthly live online sessions with marketing leaders for professional development and networking.

08 DIGITAL MARKETING AGENCY | REMOTE (Minneapolis, MN)

VICE PRESIDENT, MARKETING | JANUARY 2021 - FEBRUARY 2023

Strategic, client-facing growth marketing role with a focus on digital strategy, lead generation, neuromarketing, and optimized content.

- Created and led the growth-driven digital marketing strategy for the agency as well as B2B and B2C clients.
- Transformed a web development agency into a full-service digital marketing offering.
- Used strategic SEO, content, and digital strategies to triple inbound leads.

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SENIOR VICE PRESIDENT, MARKETING | FEBRUARY 2010 - JULY 2020

FIRST AMERICAN EQUIPMENT FINANCE (part of RBC) | REMOTE (Rochester, NY)

Transformed Marketing from an administrative function to a strategic business development role. Implemented marketing and sales strategic planning and a thought leadership focus for true differentiation in a crowded, mature marketplace.

- Achieved a one-year commercial finance company record of 300 new clients.
- Attracted and retained top marketing talent, growing from 4 to 21 colleagues.
- Launched and refined the company's multi-channel social media outreach, marketing automation, account-based marketing (ABM), and web presence.

MARKETING CONSULTANT | MAY 2006 - JANUARY 2010

KP MARKETING CONSULTANCY | NAPERVILLE, IL

- Served clients including Fifth Third Leasing, NEC Financial, Velocity Financial, Steel Solutions, Inc., McKowen Accounting Solutions, & LeBaron Financial.
- Provided strategy and project management of integrated marketing plans.
- Wrote and edited high-impact thought leadership articles and blog posts, effective collateral materials, and SEO/SEM-focused digital marketing initiatives.

DIRECTOR OF MARKETING | JANUARY 2002 - APRIL 2006

RBS CITIZENS ASSET FINANCE | CHICAGO, IL

- Developed the multi-channel integrated marketing plan, formulated the content strategy, and led project management duties within a matrix organization.
- Led a cross-functional team and interfaced with global executive leadership.
- Contributed to the company's asset growth from \$0 to \$1 billion.

MARKETING DIRECTOR | AUGUST 1998 - JANUARY 2002

HELLER FINANCIAL (GE CAPITAL) | CHICAGO, IL

- Developed and executed a comprehensive, integrated marketing communications program for a \$500 million business unit.
- Led a cross-selling program that grew revenue by 15% in 3 years.
- Designed an incentive program that achieved \$250,000 in sales in 6 months.

MANAGER, COMMUNICATIONS | JANUARY 1997 - JULY 1998

HOUSEHOLD INTERNATIONAL (HSBC) | PROSPECT HEIGHTS, IL

- Developed B2C demand generation and thought leadership content for clients including Bose, Yamaha, Sea-Doo/Ski-Doo, Carrier, and others.
- Provided cross-functional project management.
- Utilized data analysis to ensure proper segmentation and targeting.

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PUBLIC RELATIONS SPECIALIST & PR INTERN | MAY 1993 - APRIL 1996

ROCKFORD HEALTH SYSTEM (MERCYHEALTH) | ROCKFORD, IL

- Led a cross-functional committee for the monthly employee communications initiatives.
- Publicized a corporate event, leading to a 625% increase in participation.
- Elected to board seats on citywide committees with responsibility for multi-channel marketing and publicity for major events.
- Managed the integrated trade show marketing and customer-facing presence in target vertical markets.
- Developed distinctive product positioning for increased brand awareness.

ACCOLADES

- CERTIFIED LEASE AND FINANCE PROFESSIONAL (CLFP) Designation 2019
- MARKETER OF THE YEAR | AMA Pinnacle Award - 2019 & 2020
- APEX Award of Excellence (x10), Grand Award (x1)
- ADDY Award of Merit
- HEALTHCARE MARKETING & PUBLIC RELATIONS - Gold, Silver & Bronze
- AIR FINANCE JOURNAL - Gold Award
- PROMOTIONS MAGAZINE - Top Motivator Award

EDUCATION

- NORTHERN ILLINOIS UNIVERSITY - BA | Journalism
- UNIVERSITY OF LONDON - Certificate | Brand Management
- CORNELL UNIVERSITY - Certificate | Marketing Strategy
- HUBSPOT - Gold Partner, multiple certifications