

EMMA R. SHADER

Sr. Marketing Manager

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925.989.6283

MARKETING & EVENT PROFESSIONAL

With over five years of experience specializing in marketing and operations, I bring a wealth of expertise. My background spans professional sports, hospitality, and high-tech industries, offering a deep understanding of event orchestration from start to finish. At HashiCorp, I excelled in demand generation and business operations, managing multiple tasks under tight deadlines while ensuring quality remained paramount. I have a track record of leading diverse teams, aligning event initiatives with strategic goals, and boosting brand visibility through innovative campaigns. From large-scale in-person events to digital experiences, I thrive on creativity and strategic thinking in dynamic environments.

Work Experience**Sr. Marketing Manager**

Prime Time Entertainment | Livermore

Jan 2023 – Present

Directed strategic B2B marketing efforts, including social media, email, content creation, public relations, and website redesign, resulting in significant increases in brand engagement, online presence, and a 60% increase in ticket sales.

- Partnered with local government agencies, city councils, and county fair boards to plan and execute over 30 community-focused events, including summer concert series, public festivals, and regional fairs.
- Navigated public sector approval processes and collaborated with civic leaders to meet event regulations, permitting, and community goals.
- Increased community engagement and attendance by developing targeted marketing strategies tailored for local residents and public stakeholders.
- Increased page visits by 500% and followers by 670% through targeted social media campaigns.
- Achieved a 20% higher open rate with personalized email marketing campaigns.
- Enhanced company reputation through successful public relations initiatives.
- Managed re-design of three company websites, including content, branding, and SEO optimization.

GTM & Brand Specialist

Stealth Consumer Brand

Jul 2023 – Jan 2024

Devised strategic launch plans, crafted compelling brand narratives, and executed marketing strategies, resulting in increased brand awareness and growth.

- Developed strategic launch plans leading to increased brand awareness.
- Crafted effective brand narratives for target audiences.
- Drove brand visibility and customer engagement with comprehensive marketing strategies.

Demand Generation Manager

HashiCorp | San Francisco

Jun 2022 – Jun 2023

Managed strategic restructuring of the World Wide Marketing function, optimizing campaign execution, KPI integration, event management, cost control, and fostering cross-team collaboration for enhanced efficiency.

- Executed 60 data-driven campaigns per quarter across AMER, APJ, and EMEA.
- Defined and integrated over 350 KPIs for a global marketing team.
- Developed "event-in-a-box" toolkit for efficient event orchestration by marketing & sales staff.
- Partnered with regional sales leaders to develop account-based campaigns targeting high-value government and enterprise accounts.
- Provided marketing support to sales teams through tailored collateral, co-branded event resources, and regional campaign tracking dashboards.
- Collaborated with Corporate Events to create comprehensive event strategies.

Sales Coordinator/Marketing Specialist

Berkshire Hathaway | Pleasanton

Jan 2020 – Dec 2022

Drove process improvement initiatives, coached a sales team of 15 to surpass performance metrics, collaborated on marketing strategies, and managed regional partnerships.

- Implemented procedural standards and coached a sales team to exceed performance metrics.
- Developed tailored marketing materials to boost business development.
- Managed partnerships with regional entities to fuel the sales funnel.

Marketing & Events Specialist

VILLA ITALIA | San Francisco

Jan 2019 – Dec 2020

Ensured business development and optimized sales by 50% in the first 90 days by creating, budgeting, and promoting the first retail space opening due to the wholesale-to-consumer sales model change.

- Enhanced website traffic by 20% through innovative marketing strategies.
- Planned special events that attracted 70% of invitees.

Head Concierge

San Francisco Giants & Golden State Warriors | San Francisco

Jan 2018 – Dec 2019

Exceeded expectations by consistently delivering elevated experiences for C-Level guests, dignitaries, and VIPs.

- Achieved fast-track promotion to Head Concierge for the 2019 season.
 - Led and guided a staff of seven, improving performance and productivity.
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Honors & Awards

Employee of the Month, San Francisco Giants, April 2018

Employee of the Month, City of San Ramon

Education & Certification

Bachelor Of Science (B.SC.) in Business Administration Anticipated Graduation: Postponed for Emergency | Concentration in Marketing & Management | Kansas State University, Manhattan, KS

High School Bilingual Diploma - American Sign Language

Hubspot Academy | Digital Marketing

Hubspot Academy | Content Marketing

Hubspot Academy | Email Marketing

Hubspot Academy | Inbound Marketing

Hubspot Academy | Hubspot Reporting

Tools & Platforms

Salesforce, HubSpot, Marketo, Airtable, Asana, Google Analytics, Canva, Slack