

# Amie Slott

## Marketing Professional

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Adaptive Marketing Leader with over 15 years of experience, delivering scalable growth and market penetration. Adept at developing comprehensive marketing strategies, leading cross-functional teams, and optimizing campaigns through data-driven insights. Excellent history of improving team utilization and efficiency, enhancing brand identity and public relations, and driving significant ROI through innovative marketing programs.

### CORE COMPETENCIES

- Customer Marketing Leadership
- Customer Advocacy
- Customer Engagement
- Campaign Lifecycle Management
- Marketing Automation
- Pipeline Growth
- Team Leadership
- Communication Strategies
- Brand Loyalty Cultivation
- Customer Referral Development

### EXPERIENCE

Vendasta • 2023 – 2024

*White label solutions provider with an array of digital products across the business solutions' space.*

#### Director of Managed Service & Interim Director of Corporate Marketing

Directed all brand marketing initiatives for the marketing services team, including product and brand management. Developed comprehensive marketing strategies focused on scalable growth and market penetration. Activated an array of marketing and analytics tools to inform decision-making and optimize campaigns. Initiated and managed industry-leading marketing programs and campaigns to achieve significant ROI.

- Improved team utilization to 90% capacity in time billed back to clients through workflow restructuring and new processes during layoffs.
- Revamped conference logistics and processes, delivering cost savings by engaging a carrier to ship items between conferences, reducing shipping expenses.
- Restructured a team of 10 managers and 70 individual contributors to align with client needs, resulting in a 90% utilization rate, 98% accuracy rate, 94% customer retention rate, and a 15% decrease in days to deliver.
- Led product marketing for service-based products, executing divisional brand strategy, GTM motions, product development, integration, and communication.
- Provided thought leadership for service-based products, including social media, paid search, content creation, website development, SEO services, and local listing management.
- Coordinated corporate-level brand strategy efforts, including content creation, brand identity, and public relations both before and after the acquisition of MatchCraft.
- Planned and executed industry conferences, generating over \$2 million in pipeline value per show while streamlining execution planning for six conferences within 60 days.

MatchCraft • 2019 – 2023

*Global provider of paid search, display, and social media technology. Acquired by Vendasta in 2022.*

#### Director of Marketing and Performance

Led demand generation, sales support, client engagement, brand management, and public affairs. Developed and implemented comprehensive marketing strategies to achieve business goals. Identified market opportunities and trends to drive brand awareness and customer engagement. Analyzed marketing performance metrics to evaluate campaign effectiveness. Utilized data-driven insights to optimize marketing strategies and improve ROI.

- Led communications during the acquisition, managing press releases, internal and customer communications, and brand integration.
- Directed the utilization of a new CRM and marketing automation platform, enabling an Account Based Marketing (ABM) strategy with a 45% email open rate, 9% click-through rate, and 15% reduction in average time to close.
- Established a brand targeted to API-only enterprise customers, signing the first customer within 30 days, resulting in a \$50k MRR.
- Created Ideal Customer Profiles (ICPs) and customer journey maps for SaaS and Managed Services clients, enhancing strategic communications.
- Drove lead generation and established thought leadership in the SaaS advertising technology industry by developing an SEO-optimized content strategy.
- Increased sales cycle efficiency evaluations by designing business development reporting to showcase time-to-close metrics.
- Submitted multiple award entries, resulting in several industry awards, including the Microsoft Advertising Global Rising Star award.

#### Caterpillar • 2017 – 2019

*World's leading manufacturer of construction and mining equipment generating over \$65B in annual revenues.*

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##### Digital Manager – Marketing & Brand

Led strategy, governance, and reporting for all global external advertising platforms. Collaborated with business units and agency partners to provide tools, best practices, and strategies for data utilization to grow marketable contacts and increase sales while managing budgets over \$4M. Ensured alignment on media placement, benchmarks, and keyword/audience selection for optimization.

- On-boarded a bid-management platform, generating a 50% increase in ROAS and a 20% decrease in cost-per-acquisition by guiding contract negotiations and leading cross-team collaboration to ensure platform fit.
- Optimized campaigns, identifying additional content needs and audience targets through KPI evaluation to craft data-driven recommendations.
- Collaborated as the subject matter expert on digital advertising governance with the creative team to foster improved asset development.
- Implemented the “Let’s Do The Work” paid social media campaign, unleashing a multi-social media channel effort to bolster engagement directly with branded content.

#### MatchCraft • 2014 – 2017

*Global provider of paid search, display, and social media technology. Acquired by Vendasta in 2022.*

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##### Senior Client Development Manager

Managed the company’s largest accounts, totaling over \$50 million in revenue. Acted as the primary contact for client inquiries and issues. Identified opportunities to expand business with existing clients. Developed and executed account plans to achieve business objectives and client satisfaction.

- Managed major client relationships by leading client meetings, training, and Quarterly Business Reviews while assessing ongoing satisfaction and areas of improvement.
- Designed a database to streamline and manage new client onboarding, reducing complexity and timelines.
- Employed data analysis to identify trends, evaluate account performance, and report on key metrics related to client development.

## EARLY CAREER

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Media Trax, LLC • Director of Client Services  
Hultz Fritz Matuszak • Senior Account Executive  
Marquette Group • Interactive Business Manager

## EDUCATION & TECHNOLOGY SKILLS

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University of Missouri | Bachelor of Arts, English  
Google Ads, Microsoft Ads, Meta Ads, Constant Contact, Google Analytics, ChatGPT, Microsoft 365