

# SHEERA EBY

DIGITAL TRANSFORMATION | DATA-DRIVEN INTEGRATED MARKETING



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## CAREER SUMMARY

I am a self-driven digital marketing leader with a 20-year proven track-record of scaling and building marketing teams focused on innovation, growth, and excellence. My career has been dedicated to growing companies in industries that are going through reinvention, transformation, and disruption. I thrive on using data, insights, and technology to unlock new strategies that can drive business growth and reinvent marketing. Measurement is in my DNA, and I'm relentless about driving data-driven decisions that demonstrate the impact of marketing investments. I am comfortable working in the "gray" area and take pride in helping evolving organizations enhance their marketing activities and achieve growth. I offer both B2B and B2C experience across a range of organizations, from Fortune 50 companies to startups, with experience managing global and geographically distributed teams.

## EXPERIENCE

**Johnson Controls Retail Solutions**, Chicago, IL, 2017 – Present

### Head of Global Digital & Marcom for \$1B Retail Technology Division of JCI

Global marketing leader for digital marketing, integrated marketing communications, and creative services teams with a focus on SaaS offerings.

- Lead the digital transformation to drive business growth; encompassing platforms, people, and programs for the retail technology division
  - Built a marketing pipeline and closed-loop lead generation capability in a complex, matrix organization; partnered with sales to redefine stages, pipeline management and reporting from prospect through conversion
- Architected the organization's digital roadmap across the entire funnel from demand generation and lead generation to conversion and cross-selling
  - Re-engineered digital programs and processes to create a growth engine
  - Transformed traditional market awareness into measurable thought leadership and brand engagement
  - Championed new digital platforms including LinkedIn Elevate to drive brand and employee engagement; Salesforce/Pardot Engage for sales opportunity management and Pardot for lead management
- Reorganized and built a scalable global team to support digital transformation
  - Optimized outside demand gen spend by 30% within first 6 months
  - Envisioned and launched a global campaign management function to create a disciplined approach to program planning, creation & investment
  - Fostered a culture of measurement by organizing around KPIs

**J&C**, Chicago, IL, 1997 – 2017

### Executive Vice President, Data-Driven Digital Marketing Agency

Led professional services organization through digital transformation, championed growth, served as agency's CMO, managed cross-functional teams, P&L responsibility

#### Chief Marketing & Growth Officer

- Functioned as the agency's Chief Marketing Officer; identified industry trends aligned messaging by vertical industry; authored 100+ thought leadership articles and eBooks
- Transformed professional services firm into a digital first agency with YOY growth; served on management team during high growth period
- Quadrupled revenue through disruption, business development, and new offerings; architected new digital revenue streams that now account for 85% of total revenue
- Served as a trusted advisor and Chief Strategist, architected multi-channel funnel programs to grow revenue, generate leads, drive demand, create brand preference, lead gen, sales enablement, engagement, thought leadership and lifecycle marketing

#### Managing Director, Staff Leadership & Management

- Managed daily operations with P&L responsibility, negotiated contracts & fees
- Oversaw client management cycle, defined scopes of work, aligned staff,
- Directed, recruited, mentored, and managed functionally diverse staff of 25+; matrix responsibility of 50+, built new functions: analytics, strategy, content, digital operations

## CAREER VISION

Passionate about making a difference and driving business growth by using data, behavior, and technology to generate action and outcomes

## MOVING THE NEEDLE AT JCI

Tripled the number of SaaS MQLs through championing a comprehensive lead gen approach

Improved performance of existing sites including increasing goal completions by 40% and reducing page load times by 50%

Architected analytics function & dashboard reporting for visibility and program optimization

Optimized outside demand gen spend by 30% within first 6 months

## PROUDEST ACCOMPLISHMENTS

### INNOVATION

Quadrupled revenue through disruption, business development, and new offerings; architected new digital revenue streams that now account for 85% of total revenue

### FEARLESSNESS

Moved from a Fortune50 company to a start-up/scale-up

### TENACITY

Pioneered agency's digital content lead gen program on a bootstrapped budget which increased website traffic 2400%, inbound links 7900% and leads 13000%

### GROWTH

Increased financial services transactions to drive business growth by 18% through a lifecycle marketing program across the entire digital customer experience for a payments company

### HIGH POTENTIAL

Recruited from Ameritech to AT&T to lead competitive efforts focusing on growing telephony market share

Tapped by McKinsey to refine the campaign development and execution process

## EDUCATION

### MASTER OF SCIENCE

Integrated Marketing Communications  
Northwestern University

### BACHELOR OF SCIENCE

Marketing  
Bradley University

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AT&T, Chicago, IL, 1996 – 1997

## Local Launch Marketing Lead

- Recruited to formulate marketing strategy for AT&T's re-entry into local telecommunications market, leading diverse team and building marketing infrastructure and programs from the ground up
- Analyzed market and consumer data to develop product marketing, product bundling, and overall value proposition
- Led an interdisciplinary team across Billing, Call Center, and Marketing, establishing team's infrastructure to maximize efficiency and cross-functional collaboration
- Devised and executed targeted and broad acquisition programs and communication efforts that consistently hit cost per acquisition goals
- Developed systems support and training for all call center operations, including writing new scripts, driving an enhanced customer experience to ensure message cohesion

AMERITECH, Hoffman Estates, IL, 1994 – 1996

## Senior Marketing Manager

- Led product marketing campaign development for Consumer Business Unit during period of rapid growth and transformation
- Conceptualized and executed integrated and cross-promotional marketing campaigns that generated a 3:1 ROI on a \$100M annual budget
- Managed six communications agencies to develop cohesive cross-selling and CRM communications
- Performed in-depth market research to create data-driven product bundling strategies and integrated marketing communications programs to triple product penetration
- Implemented processes and procedures for marketing campaign planning and management to driver greater efficiency and streamlining of operations
- Designed campaign forecasting tool to improve investment spending strategies
- Tapped by McKinsey & Company to consult on marketing operations process, succeeding in increasing revenue and consistency of campaign development
- Served as a customer advocate and ensured a cohesive customer experience by mobilizing internal constituents including telemarketing, call center/customer service, billing, employee communications and regulatory affairs

**Accolade:** Promoted from initial role of revenue program planning and management of two products to all products

## CERTIFICATIONS

Google AdWords' Fundamentals & Advanced Paid Search Certification

Google Analytics Individual Certification

Hootsuite Platform Certification

Udemy Customer Experience Management Essentials Course, 2016

LinkedIn Learning Courses, 2016:

- Social Media Management Tools
- Building an Integrated Online Marketing Plan
- Customer Decision Journey
- WordPress.com Essential Training
- Building Online Communities
- Instagram for Business
- Creating a Marketing Growth System

## PERSONAL HALLMARKS

Problem Solving  
Resilient and Grit  
Critical Thinking  
Passionate  
Continuous Learner  
Strong Work Ethic  
Accountable & Goal-Oriented  
Collaborative  
Self-Driven  
Quick-Study

## PROVEN CAPABILITIES

Data-Driven Communications  
B2B & B2C  
Integrated Marketing Communications  
Strategy & Planning  
P&L Management  
Recruiting & Mentoring  
Content Marketing  
Segmented Communications  
Email Marketing  
CRM & Direct Marketing  
Paid Search  
Social Media Marketing  
Search Engine Optimization  
Remarketing  
Testing & Program Optimization  
Digital Demand Generation  
Marketing Automation  
Lead Generation & Nurturing  
Digital Customer Experience  
Inbound Marketing  
Strategic Partnerships  
Search Engine Marketing  
Distributed Staff Management  
Thought Leadership  
Funnel Optimization  
Paid Social/Social Media Advertising  
Digital Content Creation  
Sales Enablement

## INDUSTRY EXPERTISE

Technology, Retail, SaaS, Banking & Financial, Utilities & Energy, Telecom, Insurance, Automotive, Associations, Professional Services

## PERSONAL WEBSITE

<https://sheeraeby.com/>