

KAMI PERIMAN

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SENIOR MARKETING PROFESSIONAL

A creative powerhouse with strong analytical skills and a passion for raising the bar, embracing change, and data-driven decision making. Driven, innovative risk-taker, talented writer, and creative problem-solver. Experienced in developing content and implementing integrated marketing communications strategies. Cross-functional team leader with a talent for building strong relationships. Experienced in driving projects inside matrixed organizations.

STRENGTHS

- Marketing Strategy
- Thought Leadership Marketing
- Content Marketing
- Campaign Planning & Management
- Digital Marketing
- Event Marketing

EXPERIENCE

Dell Technologies – Remote

OCT. 2019 – PRESENT

SENIOR ADVISOR, SOLUTIONS MARKETING, INFRASTRUCTURE SOLUTIONS GROUP

Create differentiated and modern content and bold and simple thought leadership, customer-centered marketing content, and compelling product positioning for the Automotive and Media & Entertainment verticals. Develop go-to-market activities, **strategic thought leadership campaigns**, **integrated marketing communication plans**, and sales enablement. Initiated and drove effort to access **analytics for KPIs and data-driven decision making**. Work closely with partners, industry publishers, analysts, product management, business development, and marketing stakeholders.

- Initiated, developed, and implemented **thought leadership program** based on primary analyst research
 - Developed an **interactive website** to host the survey report, infographic, whitepaper, and video. **Over 600 visits** per month with **32% of viewers** downloading all assets
 - Managed webcast and built promotion campaign. **262 leads** from webcast, **252 leads** from downloads
- Coordinated launch of open technology partner ecosystem. Authored **thought leadership blog post** that was viewed **400 times** in under **2 months**. Drove **157% increase** in website visits and a **2,313% increase** in web referral traffic
- Built successful integrated marketing communications plan to promote the win of an EMMY Award, resulting in the drive-to asset receiving **10,000 views**, the **highest number of blog visits** in 2020
- Drove industry virtual product launch event. Created content and turned around major promotion campaign in **3-4 weeks**. **325** registrations, **3,429** website visits, **1 million+** ad impressions and social media engagements
- Launched data solutions for autonomous driving website. Developed and maintain 2 websites to highlight virtual events and content for verticals after recognizing a gap in ability to replay webcasts and update content

IBM – Research Triangle Park, NC

MAR. 2018 – OCT. 2019

CONTENT MARKETING STRATEGIST, HYBRID CLOUD WORLDWIDE MARKETING

Developed **targeted and differentiated buyer-centric narratives** and **end-to-end buyer content journeys**. Incorporated persona insights into content and messaging. Enabled global teams with **thought leadership content** and product content to differentiate brand in the market. Partnered with digital marketing to apply data-driven approach to inform website optimization using SEO, A/B testing, web analytics. Planned special event for enterprise-level clients that resulted in **\$1.5M** in marketing sourced and progressed pipeline in less than 2 months. Received **Manager's Choice Award** for team-oriented mindset and willingness to take on work outside of content role.

MARKETING MANAGER / FINANCIAL SERVICES CONTENT SME

Subject Matter Expert for the U.S. Financial Services industry (FSI). Created engaging, SEO-optimized **thought leadership content** and messaging with a customer-first approach, contributing to collateral, whitepapers, presentations, videos, and blog posts about digital transformation, collaboration and cybersecurity. Partnered with customer experience to **create buyer personas** and **strategic marketing plans** through market research and competitive analysis. Collaborated with **industry analysts** and external creative agencies.

- Received **Connected Recognition Award, “Innovate Everywhere,”** within first seven months
- **179% month-over-month increase** in organic views of most popular blog. **62% increase** in views of all blogs
- Drove **organic growth** of global FSI blog. Wrote **7 out of 10 most-read FSI blog posts** over six-month period

BB&T – Winston-Salem, NC

2016 – 2017

MARKETING STRATEGIST / ASSISTANT VICE PRESIDENT

Developed **annual multi-channel strategic marketing plans** for multiple commercial and small business banking lines of business (LOB) to grow sales pipeline and revenue through new account acquisition and product penetration. Developed **competitive analysis** of retail banking products **for executive management**. Managed LOB marketing budgets. Tracked and **analyzed campaign metrics, reported campaign results and optimized strategy and tactics**.

- Awarded **Assistant Vice President promotion** in 6 months
- **Key internal business liaison** across product teams and corporate marketing, external advertising agencies, business intelligence and digital team communicating marketing strategic direction, campaigns, key events

HATCH, INC. – Winston-Salem, NC

2007 – 2016

MARKETING COMMUNICATIONS MANAGER / EVENTS, PUBLIC RELATIONS, AND CONTENT

Led event marketing, public relations and communications. Developed **external messaging and positioning to communicate value proposition for full suite of education technology and software**. Acted as **spokesperson with external audiences including clients, industry associations, press**. Collaborated with digital, product and creative managers to develop strategic go-to-market plans for technology product launches. Planned and executed **integrated inbound and outbound tactics**, including live events, digital and social campaigns, and content development. Managed budget.

- Marketing team achieved **110% of KPI goal** to contribute to YoY company growth and an **increase in SQL**
- Drove demand & revenue: Consistently implemented programs **that drove 40% of total MQL. Over 50% of total closed sales from MQL** originated from marketing communications events
- Positioned firm as **industry thought leader. Translated complex research into concise, relevant benefits**
- **Achieved four wins for new technology product launches** in national education technology competitions
- Led cross-functional teams across multiple departments and managed 300+ vendor relationships to complete five annual product catalog projects. Created and implemented new business process

EDUCATION

NORTHWESTERN UNIVERSITY

Medill School

Evanston, IL • GPA 3.8 / 4.0

MASTER OF SCIENCE, INTEGRATED MARKETING COMMUNICATIONS

- Consumer research, Brand Communication, Social Media, Content Marketing
Digital Marketing, Digital Storytelling, Customer Segmentation, Marketing Analytics

**UNIV. OF NORTH CAROLINA
AT GREENSBORO**

Greensboro, NC • GPA 3.89 / 4.0

BACHELOR OF ARTS, SPEECH COMMUNICATIONS: PUBLIC RELATIONS

- Study abroad in **Växjö, Sweden**. Studied Sociology and Cross-cultural Communication
- Internship at **Walt Disney World**. Studied Customer Service at Disney University