

CARMEN SPARROW

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AREAS OF EXPERTISE

- Strategic Planning
- Lead Generation
- Process Optimization
- Data Analytics
- Contract Management
- Marketing & Promotions
- Project Management
- Budgeting Strategies
- Leadership Development
- Key Stakeholder Relations

GLOBAL CHANNEL & FIELD MARKETING LEADER

Go-To-Market Strategies | Channel Operations | Product Branding Enhancements

Driven and creative professional with extensive experience executing integrated and comprehensive marketing plans to support organizational growth and revenue objectives. Innovative mindset, effectively collaborating with sales and marketing team to coordinate global channel efforts and implement high-performing tactics for identifying, developing, and closing qualified leads and opportunities. Natural talent for employing product brand enhancements through tradeshows, promotions, marketing and sales funnels, and capturing the customer journey to maximize product placement. Known for formulating prevention and management plans to collect, analyze, and safeguard sensitive and confidential data.

CAREER HIGHLIGHTS

- Directed daily channel operations in North American and Latin American markets resulting in 40% YoY growth.
- Supported the complete rebranding of Comodo Security Solutions to Xcitium within accelerated timeline of 14 weeks.
- Outperformed and met sales targets, reaching \$8M quota for Solar Winds in 2018.
- Achieved numerous targets by creating "Campaign in a Box", facilitating customers to sell products and complete packages through marketing and promotion, including graphic and product assets, copy, pricing options, standards for funnels and landing pages, and social media content.
- Producer of the CISO Blend Series at Xcitium. Planned and oversaw the webcast production, from pre-production to the final product. Getting involved in each stage of the webcasting event, ensuring all aspects of video and slide broadcast were running smoothly during the live event.

PROFESSIONAL EXPERIENCE

Xcitium | Bloomfield, NJ

Senior Global Channel & Field Marketing Manager

2022 – Current

Raise brand awareness, track new sales opportunities, and accelerate the pipeline by uncovering and directing global marketing engagements. Collaborate with partners and sales leaders to plan and implement global campaign strategy. Adhere to specific metrics gateways at each stage while using strategic approaches.

- Supported the complete rebranding of Comodo Security Solutions to Xcitium within accelerated timeline of 14 weeks.
- Created and monitored key success factors to ensure alignment with Xcitium's core marketing objectives.
- Established new contacts and accounts by directing all aspects of trade shows, including strategic planning, coordination of reservations, preparations, scheduling, and attendance.
- Adapted marketing approach according to the dynamic and changing market environment.
- Mapped out Go-to-Market Blueprint framework later adopted by company to outreach external communications.

SolarWinds | Lehi, UT (2013 – 2022)

Senior Americas Channel Marketing Manager (Promoted)

2018 – 2022

Boosted product usage, knowledge, and sales among targeted customers by informing Partners and Resellers regarding product launches, web-based tools, and product enhancements. Built trust, visibility, and credibility to drive lead generation by 20% through multiple events administration, industry conferences, and hosted conferences. Modified and designed professional marketing content by adding value to grab audience attention. Formulated funnel system on sites despite Internal Sales Reps to reach customers directly.

- Optimized 40% YoY growth in Americas and supervised daily channel operations in North American and Latin American markets.
- Managed \$2M quota as recruit at Solar Winds in 2015 and outperformed and met targets, reaching \$10M quota in 2021
- Monitored and documented customer journeys to uncover and record significant data in Salesforce, Tableau, and Email Marketing.
- Achieved numerous targets by creating "Campaign in a Box", facilitating customers to sell products and complete packages through marketing and promotion, including graphic and product assets, copy, pricing options, standards for funnels and landing pages, and social media content.
- Slashed customer time instead of meeting and interacting with the client on a 1x1 basis by sending an appropriate marketing kit, guaranteeing integrated marketing communication.

LATAM Channel & Marketing Manager

2015 – 2018

Contributed to the region's 40% YoY growth by leading marketing campaigns, trade shows, and graphic design projects in multiple locations, including South America, Central America, Caribbean, and Mexico. Cultivated and nurtured contacts and ultimately converting to customers by devising effective strategies.

- Raised market share and strategized channel campaigns, achieving aggressive growth targets by 30%.
- Performed and implemented projects from initiation to completion in collaboration with language specialists, localization engineers, and product management.

LATAM Marketing Manager - Demand Generation

2013 – 2015

Used robust analytics to carry out business activities, emphasizing weekly and daily lead-generation goal attainment.

- Applied quarterly marketing strategy that included all channels, such as lead generation, online advertising, and content placement on industry-related websites, email marketing, and social media.
- Met weekly, monthly, and quarterly lead generation targets while adhering to strict deadlines.
- Identified, adjusted, and adapted go-to-market activities based on results and the sales organization's needs.

Ergosoft | Altnau, Switzerland

Latin America Sales & Marketing - Consultant

2011 – 2012

Built positive and long-lasting client relationships to deliver exceptional customer service.

- Attained defined corporate goals and objectives through the development and execution of aggressive regional marketing plans.
- Formed and updated calendars and timelines to maintain marketing goals and initiatives, such as 15+ tradeshows, 16 open houses, 12 training, and 15 roadshows in the region.
- Accomplished defined regional goals by conducting planning analysis, building strong ties with distributors, and instructing internal teams on best practices.

ONYX Graphics | Salt Lake City, UT

Latin America Sales & Marketing

2010 – 2011

Closed several deals based on mutual consent leveraging outstanding negotiation skills. Demonstrated software's key features in sales presentations by devising media kit and marketing collateral.

- Enhanced staff learning abilities through various training and development sessions on software packages, maximizing revenue by 300%.
- Translated sales contracts, policies, marketing collateral, newsletters, and emails into Spanish and Portuguese using secure networks.
- Increased sales potential in emerging markets, such as Brazil and Mexico, by analyzing market conditions/trends, competitive products, and pricing programs.

Gandi Innovations | Toronto, Canada

Latin America Marketing Manager

2007 – 2010

Maintained complete electronic and paper track records of all databases for all events to execute multiple data-processing operations. Strengthened working relationships and reduced corporate spending by supervising over 25 distributors.

- Determined and resolved problems and concerns arising during trade shows, open houses, and roadshows.
- Applied last-minute modifications to events and equipment setup to streamline marketing operations.
- Generated awareness regarding company's products and services by organizing events, hosting industry conferences, and other lead-generation events.

Additional Experience

Account Manager, Eschelon Telecom
– Salt Lake City, UT

Languages

English (Fluent)
Spanish (Fluent)
Portuguese (Fluent)
Italian (Fluent)

Projects

SolarWinds - Website Localization Spanish, Associated with SolarWinds
SolarWinds Website Localization Portuguese, Associated with SolarWinds

Technical Skills

General: Microsoft Office | Google Workspace | Adobe Suit | Canvas
Advertising: Google Ad Words | LinkedIn Ads | Facebook Ad
Project Management Tools: Jira | Confluence | Asana
Analytics tools: Google Analytics | Tableau | SFDC
Email Marketing Platforms: Marketo

EDUCATION & CERTIFICATIONS

Master in Business Administration, Westminster College
Bachelor of Arts in Economics and International Studies, University of Utah
Certification
Viral Marketing and How to Craft Contagious Content, Wharton Online, 2022
Speaking Confidently & Effectively, LinkedIn