

# LISA CUNNINGHAM

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## PROFILE

- Highly skilled marketing professional with more than ten years of diverse experience in high-tech marketing, e-commerce/new media, and traditional media.
- Motivated self-starter with expertise in lead generation, inside sales, new business development, and integrated marketing campaigns.
- Known as a creative problem solver with exceptional project management skills.

## CONSULTING ENGAGEMENTS

### **WORKSTREAM**, Burlingame, California (March – August 2006)

Managed lead generation programs and special events for Workstream, a provider of enterprise workforce management solutions.

- Created a successful direct mail and email campaign targeting human resource executives.
- Developed and launched eight prospect Webinars, including content development, pre-event marketing, and event day logistics.
- Managed Workstream's participation in three industry trade shows. Directed all event logistics, including pre-show marketing, booth setup and breakdown, and event staffing.
- Key contributor to the successful execution of Workstream's annual user conference. Coordinated pre-event marketing, audio-visual requirements for presentations, event signage, food and beverage, and special events.

### **JASPERSOFT**, San Francisco, California (September 2005 – March 2006)

Managed marketing communication and lead generation projects for this open-source reporting company. Managed all prospect and email communications from creation through execution.

- Developed new collateral for JasperSoft's product line.
- Launched a quarterly online newsletter for the company's prospect and customer base.
- Managed all aspects of prospect Webinars, including content creation, pre-event marketing, and event-day logistics.
- Coordinated all details of JasperSoft's participation in European and domestic trade shows.
- Served as the administrator for Salesforce.com, managing lead imports, lead assignments, and reporting.
- Managed the Google keyword program and dramatically reduced overall program costs while increasing lead quantity.

### **CONNECT DIRECT**, Redwood City, California (2004 – 2005)

Managed key client accounts for this agency that focuses on lead generation for high technology companies. Worked with both business-to-business and business-to-consumer organizations to determine the best strategy to attain their lead generation goals. Served as the day-to-day liaison between clients and Connect Direct.

- Collaborated with Connect Direct's creative team to develop effective campaigns (email, direct mail, and pay-per-click) that best represented the client's unique value proposition.
- Ensured that all campaigns were delivered on schedule and budget.
- Created detailed post-campaign analyses to determine campaign effectiveness and to plan future lead generation activities.

## PROFESSIONAL EXPERIENCE

### **E.PIPHANY**, San Mateo, California (2001 – 2003)

#### **Senior Manager, Direct Marketing and Telemarketing**

Managed the direct marketing team for this leading customer relationship management (CRM) software company. Responsible for developing and executing lead generation and lead qualification programs for E.piphany while managing a team of three direct reports.

### Lead Generation

- Successfully executed large-scale direct mail and e-mail lead generation campaigns each quarter. These campaigns averaged a 1.5% to 2% response rate from Fortune 1000 companies.
- Worked cross-functionally with product marketing and product management to determine the best target markets and messaging for each lead generation campaign.
- Managed three large-scale outbound telemarketing projects that identified key individuals within Fortune 1000 companies who were responsible for CRM initiatives.
- Managed all lead generation activities for E.piphany-sponsored seminars and industry trade shows.

**PROFESSIONAL  
EXPERIENCE  
Lead Generation**

**E.PIPHANY (continued)**

- Played a key role in developing E.piphany's first lead grading and management system.
- Researched, selected, and trained an outsourced telemarketing agency to handle lead qualification for all lead generation activities.
- Managed all aspects of six customer and product Webinars, including lead generation, development of Webinar presentations, technical management of the event, and post-event follow-up and analysis. The Webinars averaged 300 attendees per event.

**Marketing Systems  
Management**

- Key contributor in planning and implementing the company's own internal software solutions for sales and marketing. Managed the group that maintained these systems on a daily basis, including data management and cleansing, as well as daily lead imports into the systems.
- Key contributor to the development of standard activity reports and the quarterly/annual performance analysis of all lead generation programs.

**BRAVANTA, San Francisco, California (1999 – 2001)**

**Director, Lead Generation**

Hired as the first member of the marketing team for this Internet start-up that provides Fortune 1000 companies with online award and recognition programs. Responsible for developing and implementing Bravanta's direct marketing and database marketing strategy by utilizing direct mail, telemarketing, and direct e-mail. Key accomplishments included:

- Hired and supervised three direct reports within the lead generation group.
- Developed the company's leads management process from initial inquiry through to the sale.
- Managed all aspects of direct mail campaigns from initial conception to campaign analysis.
- Consistently achieved an average response rate of 2% per campaign.
- Ran successful e-mail marketing campaigns utilizing HTML and text messages to generate qualified inquiries.
- Created and directed several successful outsourced telemarketing campaigns that generated more than 3,000 qualified leads in a six-month period.
- Participated in four major industry trade shows that generated 5,000+ qualified inquiries. Responsible for booth creation, promotional activities, and on-site management of 15 employees.

**ACTUATE SOFTWARE, San Francisco, California (1997 – 1999)**

**Marketing Programs Manager**

Key contributor in taking Actuate, an Internet reporting company, from start-up to initial public offering. Managed all lead generation programs, including direct mail, seminars, Web marketing, and telemarketing.

- Developed and implemented monthly direct mail campaigns with an average response of 800 leads per campaign.
- Managed all aspects of 16 monthly technology seminars held throughout North America.
- Launched an outbound telemarketing program for Fortune 1000 account penetration, which generated 500 leads quarterly.
- Created an industry-specific CD-ROM to promote Actuate to the financial services industry.

**Team Manager, Sales Development**

Generated qualified sales leads for three field representatives through intensive inbound/outbound prospecting.

- Trained new sales development team members on products, positioning, and phone skills.
- Created all training materials and phone scripts for sales development representatives.
- Developed partnership relationships with top application development companies.
- Achieved 120% of quota, contributing to 20% of Actuate's annual revenue.

**ORACLE CORPORATION, Redwood Shores, California (1995 – 1997)**

**Telesales Representative, Direct Marketing Division**

Responsible for sales and direct marketing of Oracle's products and services. Delivered product presentations and demonstrations to high-level clients.

**PROFESSIONAL  
EXPERIENCE****ORACLE CORPORATION (continued)**

- Averaged 200 contacts per week, resulting in the highest number of leads in a group of 50 telesales representatives.
- Teamed with field sales representatives to develop sales and marketing strategies that generated license revenue from targeted Fortune 500 companies.
- Consistently surpassed license and support quotas.

**Direct Response Representative, Direct Marketing Division**

Responsible for lead qualification and aggressive outbound telemarketing. Positioned Oracle's product offerings and handled technical questions.

- Achieved 125% of quota for entire tenure with the division.
- Completed Oracle's comprehensive education program.
- Developed the division's Web marketing position and procedures, and created a comprehensive training manual.

**EDUCATION****MASTER OF INTERNATIONAL MANAGEMENT****American Graduate School of International Management**

Thunderbird Campus, Glendale, Arizona

**BACHELOR OF ARTS**

**University of Arizona**, Tucson, Arizona

- Major in English Literature, minor in Spanish Literature
- Honors program nominee for English literature
- Received the humanities honors award
- Fluent in Spanish; proficient in French