

Claire Glisson

Technology Marketing Leader | B2B | SaaS | Ecomm

B2B Technology marketing leader with 9 years of experience bringing products to market, leading marketing teams, and implementing nimble marketing strategies to support long-term growth.

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EXPERIENCE

Brand Strategy Director, Remote - *Freelance*

JULY 2018 - PRESENT

Serving enterprise technology clients with brand strategy development, messaging and positioning; Fractional marketing leadership for B2B SaaS, ecommerce and technology companies.

Head of Content Marketing, Remote - *Aqfer*

FEBRUARY 2023 - PRESENT

Building a content engine to drive interest and demand in a B2B marketing data engine. Initial campaigns have netted a 50% increase in marketing qualified leads and positive growth signals.

Fractional Head of Marketing, Remote - *Helio Data*

SEPTEMBER 2022 - FEBRUARY 2023

Developed a targeted ABM program for CPG clients in the \$10B+ revenue range, such as Coke and General Mills, tripling top of funnel demand; Led a creative & strategy team of 4

VP of Marketing, Remote — *Hum*

JUNE 2020 - AUGUST 2022

Implemented nimble growth marketing strategies to scale a startup from ground up, to \$2M ARR; Led a marketing & paid media team of 6.

Director of Marketing, Remote — *Prepdeck*

DECEMBER 2019 - OCTOBER 2020

Developed a refreshed brand strategy for a growing e-commerce brand. Led implementation of the new strategy to net a 300% increase in MRR and expansion into 3 new verticals, positioning the company for sale; Led a creative team of 2

Director of Marketing, Richmond, VA, — *The Mom Complex*

AUGUST 2018 - NOVEMBER 2019

Developed and implemented go-to-market strategy for the launch of a new vertical for a boutique brand strategy firm.

SKILLS

Brand Development •
Campaign Development •
Communications Strategy •
Content Marketing •
Copywriting • Digital Strategy
Email Marketing • Focus
Group Facilitation •
Go-To-Market Planning •
Google Analytics • Growth
Strategy • Launch Strategy •
Paid Media Strategy • Primary
& Secondary Research •
Product Strategy • Scaling
Marketing Teams & Functions
• User Experience Strategy

EDUCATION

VCU Brandcenter, M.S.
Brand Strategy
William & Mary, B.A
English; Art History

LANGUAGES

English (native), Spanish (B1),
Dutch (A1, currently learning)

HONORS + CERTIFICATIONS

VIPC Commonwealth
Commercialization Fund
Winner, 2023
VIPC Startup Innovation
Grant Winner, 2022
ICAP Lean Startup Course,
2022
IDEO Design Thinking
Certification - June 2019