

COLLETTE LAZOR

SENIOR MARKETING MANAGER

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SUMMARY

Accomplished marketing manager with 16 years of experience spanning research, digital, event, and product marketing. Passionate about driving business value through strategic marketing. Highly skilled in executing targeted campaigns, project managing on time and on budget, and cross-functional collaboration.

WORK EXPERIENCE

Senior Marketing Manager, NA @ Ometria

Mar 2022 - Present

Previous Titles: Marketing Manager, NA & Partner Marketing Manager

- Drove 82% of sales-qualified meetings and 80% of opportunities sourced in 2023 through marketing initiatives
- Implemented quarterly strategic marketing plans to achieve cost-effective pipeline and revenue goals
- Earned 'Ometrian of the Year' award and company-wide recognition for outstanding performance
- Improved sales process for lead nurture by enhancing follow-up processes and customizing outreach
- Led Ometria's inaugural flagship event in New York that drove 120+ industry-leading experts to network and learn during a full day of activations; planned in less than 3 months

Digital Campaign Manager @ Radial

Jun 2019 - Mar 2022

Previous Title: Digital Campaign Specialist

- Executed targeted digital marketing campaigns to drive 108% of marketing-qualified lead (MQL) goal
- Reduced campaign costs by 50% through detailed metrics analysis and implementation of strategic initiatives
- Built targeted nurture programs for VIP audiences that drove 25% higher open rate and 200% higher click rate
- Integrated new technology to improve efficiency and enhance lead nurturing through the full buyer's journey

Product Marketing Manager @ Listrak

May 2016 - Jun 2019

Previous Title: Digital Campaign Manager

- Spearheaded a new internal Product Hub and created a suite of new sales enablement materials (i.e. case studies and product datasheets), which shortened sales cycles by 10% and heightened customer interaction
- Introduced a competitive analysis tool that optimized data gathering and improved internal communication
- Orchestrated monthly targeted cross-channel demand generation and product release campaigns

Previous Other Roles, 2008-2016

- Owner, If the Jewel Fits
- Interactive Marketing Coordinator, Skin Center
- Marketing Assistant, Home Line Furniture
- Research Assistant, CorCom, Inc.

EDUCATION & CERTIFICATIONS

- Elizabethtown College, B.A. Communications
- PMA, Product Marketing Certified
- DMI/AMA, Digital Marketing Certified

SKILLS

Data-Driven

Strategic Planner

Marketing Expert

Project Manager

Rapid and Adaptive

Skilled Collaborator

Cross-Functional Communicator

Curious

Innovative

Self-Starter

Problem Solver

Growth Oriented