

Joe Spanarella

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PROFESSIONAL PROFILE

Dynamic B2B marketing professional with 20 years of experience helping organizations leverage digital marketing operations and platforms to build pipelines, create opportunities, and achieve growth. Adept at working with diverse contributors at all organizational levels, exhibiting a passion for using tools and technologies that help generate successful results.

PROFESSIONAL COMPETENCIES

Marketing Automation | Integrated Marketing | Marketing Platforms | Marketing Operations
Strategic Planning and Leadership | Budget Planning and Administration | HTML Email | Front End Web
SEO/SEM | Demand Generation | Lead Generation | New Product Launches

PROFESSIONAL EXPERIENCE

Unity Technologies San Francisco, CA (Remote)

7/2021 - 7/2022

Senior Marketing Operations Manager

- Oversaw Eloqua platform, campaign development, technology implementation and administration.
- Managed external agency performing daily production tasks in automation and CMS platforms.
- Coded HTML-formatted emails and landing pages used for webinars, newsletters, and nurture campaigns.

Achievements:

- Onboarded external agency to outsource average of 30 weekly routine projects and offload internal resources for more higher value work.
- Updated Jira ticketing system to add efficiency for request process and eliminate churn and stakeholder frustration.

DDN Storage Chatsworth, CA (Remote)

7/2014 - 1/2021

Marketing Communications Manager 4/2015 - 1/2021

- Provided oversight of Pardot and Eloqua platforms, technology evaluations and implementation, SEM and digital advertising, social media campaigns, and managed web, design, and copywriting.
- Led content development for web, brochures, email, SEM campaigns, and advertisements.
- Managed automation platforms and wrote and coded HTML-formatted emails for promotions, trade shows, newsletters, and campaigns.

Achievements:

- Historical performance average of 19.8% email open rate and 3.96% click-through rate.
- Contributed to 60% growth in direct marketing contribution pipeline within four-year period.
- Improved product page SEO, moving search position up by 27 places and boosting page views by 29%.

Copywriter 7/2014 - 4/2015

- Wrote and coded HTML-formatted emails for marketing programs.
- Developed content and wrote copy for digital campaigns, web sites, brochures, white papers, events, and ads.

Spectra Logic Boulder, CO

7/2007 - 7/2014

Director of Marketing Communications and Multimedia 7/2010 - 7/2014

- Managed \$2 million budget with P&L oversight responsibility.
- Team management and individual contribution work with Pardot marketing automation, web, design, multimedia, content development, marketing programs, press and analyst relations, corporate events, and trade shows.
- Participated in company-wide strategy in department and company business leadership teams.

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Spectra Logic Boulder, CO

7/2007 - 7/2014

Achievements:

- Launched marketing automation program, leading to significant improvement in MQL's.
- Developed programs contributing to double-digit revenue growth over five-year period.
- Facilitated growth of Media and Entertainment business to 33% of total annual revenue.
- Improved market awareness from obscurity to preferred brand status in four years.

Creative Marketing Manager 7/2009 - 7/2010

Marketing Communications Specialist 7/2007 - 7/2009

InnoVision Health Media Boulder, CO

8/2004 - 7/2007

Marketing Manager 8/2005 - 7/2007

- Strategized and executed campaigns targeting advertisers and magazine subscribers.
- Implemented and Managed Salesforce CRM system.
- Conducted market research and utilized analysis tools to identify prospects, drive sales, and remain competitive with marketplace.

Office Manager/Production Manager 8/2004- 8/2005

Four Winds Trading Company Golden, CO

7/2000 - 4/2004

Marketing Services Manager 2/2000 - 4/2004

- Developed Access database for tracking vendor cop-op participation in interactive kiosks, ultimately being able to identify hot-spot positions on menu for better selling titles, thus charging premiums for better selling positions.

EDUCATION

Metropolitan State University of Denver Denver, CO

Bachelor of Arts - Speech Communications

PROFESSIONAL DEVELOPMENT

Boulder Digital Arts: Front-End Web Development Certificate Program 2019

Social Media Intensive Program 2016

Center for Creative Leadership: Maximizing Your Leadership Potential 2013

Spectra Management Training Program 2012; 2014

Accounting and Finance for Non-Financial Managers 2011

Spectra Leadership Program 2010

Microsoft Access Certificate 2004

VOLUNTEER

The Louisville History Foundation: Director 2020 – Present

Louisville Society of Italian Americans: Board of Trustees 2022 – Present

SKILLS

Pardot, Eloqua, Marketo | Drupal, WordPress, Uberflip | HTML Email | CSS | Google Ads | Google Analytics | Salesforce LinkedIn Ads | Sprout Social/Bambu | Vegas Video | Adobe Photoshop, Illustrator, InDesign Word, Excel, PowerPoint, Access, SharePoint/Teams | WebEx, Zoom, GoTo Meeting, ReadyTalk Impartner Channel Management Platform | Sisense | Basecamp, Jira, Breeze