

# MICHAEL GUILLORY

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## BRAND AND MARKETING LEADER

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A strategic and forward-thinking senior marketing leader with a proven track record in Digital Marketing, branding, communications, marketing strategy, B2B and B2C product launches, messaging, content and business leadership. Recognized as a brand rejuvenator that can inject fresh thinking into mature or emerging brands to drive new sales. Valued C-level partner who promotes collaboration and breaks down barriers between groups. Highly practiced in public speaking, presentations and persuasion. Expert at translating complex products and services into clear messaging that resonates with a wide variety of targets.

**Certified Digital Marketing Professional (Digital Marketing Institute) | Global branding | Strategy | Lead generation  
Creative direction | Martech | Customer life cycle | Public relations | Product launches | Budget and P&L management  
Sales enablement | Content/Channel management**

## EXPERIENCE

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### ONPREM SOLUTION PARTNERS

Dallas, Texas

#### Head of Marketing

Feb. 2020 - Present

Originally hired as a consultant then pursued to become the senior leader over all marketing and digital lead generation for a leading IT business consulting firm. Responsible for launching complete marketing lead generation engine to drive new opportunities for business growth. Lead all online initiatives including social media, PR, website, sales tools, industry thought leadership and more.

- Developed complete go-to-market strategy which included new programmatic online display campaigns that immediately delivered a 50% increase in website traffic in 3 weeks. Campaigns also resulted in over 4 million impressions that resulted in thousands of leads, several of which have already moved to final sale stage with a potential for over \$2M in sales.
- Re-defined all-new website via WordPress which is designed to highlight all company specializations. Site delivered significant spike in relevant content growing from 10 pages to over 100.
- Integrated multiple analytics and sales tools into the Martech stack including Salesforce, Pardot, Google Analytics and Tag Manager, Google Campaign Manager, Leadfeeder, Social studio, Eloqua and more which created automated data dashboards for campaign and web traffic reporting.
- Built new content strategy which included specialization message maps, streamlined productization and purposeful content delivery based on business goals and trending online topics.
- Designed new sales process workflows to streamline lead follow up and ensure timely responses for automated marketing drip campaigns.
- Delivered comprehensive Search Engine Optimization (SEO) for new website which improved placement on the Search Engine Results Page (SERP) by 80%.
- Launched new company YouTube channel and developed a multi-chapter video Masterclass series used as a gated call-to-action for campaigns. This new video series drove several hundred subscribers from the coveted target audience of CIOs, CTOs and IT directors of fortune 1,000 companies.
- Hired PR agency and built a ground-up PR strategy to drive thought leadership, industry exposure and expertise personas

### TEXAS INSTRUMENTS

Dallas, Texas

#### Head of Global Brand Communications

2012-2020

Managed all aspects of brand and marketing activities including strategy, creative, sales materials and presentations, advertising and promotional assets (digital and traditional), worldwide events and tradeshows, global brand voice and style, social media and video production. Led multi-discipline marketing team of 35+ people responsible for in-house creative, event management, all online and traditional marketing campaigns and video production. Served as acting steward of TI brand with global responsibility for brand compliance. Provided strategic direction for all corporate brand initiatives and leverage resources with all TI business entities targeting enterprises, engineers, business leaders and more.

- **Oversaw \$15,000,000 annual budget** for B2B and B2C programs.
- Led core, high-profile events such as board-of-director's meetings, stockholder sessions, senior leadership events, global shows and act as spokesperson for media.