

MICHAEL GUILLORY

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BRAND AND MARKETING LEADER

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

ONPREM SOLUTION PARTNERS – A LEADING TECHNOLOGY CONSULTING FIRM FOR DAM SYSTEMS

Dallas, Texas

Head of Marketing

Feb. 2020 – March 2021

Originally hired as a consultant then brought on for a longer-term project to build a "marketing and lead generation engine" for a leading IT business consulting firm. Created marketing foundation tools needed for success including productization of service offerings, message maps, target audience segmentation and journey creation, completely new website with modern SEO and analytics tools, implementation of Marketing Stack (Salesforce/Pardot/Social Studio/Leadfeeder), launch of programmatic ad campaigns and more.

- Developed complete go-to-market strategy delivered a **50% increase in website traffic in 3 weeks**.
- Launched online campaigns resulting in 5 million impressions in 3 months driving thousands of leads to the website, several of which moved to final sale stage with a potential for over \$4M in sales.
- Re-defined all-new website to highlight all company specializations growing from 10 pages to 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.
- Built new content strategy including message maps, productization and purposeful content delivery.
- Designed new sales process workflows to streamline lead follow up and ensure timely responses for automated marketing drip campaigns.
- Delivered comprehensive SEO for new website which **improved Search Engine Results by 80%**.
- Launched new company YouTube channel with a multi-chapter video Masterclass series and more.
- Hired PR agency and built a **ground-up PR strategy** to drive thought leadership and industry exposure

TEXAS INSTRUMENTS – A GLOBAL SEMICONDUCTOR MANUFACTURER

Dallas, Texas

Head of Global Brand Communications

2012-2020

Managed all aspects of brand and marketing activities including strategy, creative, sales materials, advertising assets (digital and traditional), worldwide events, global brand voice and style, social media and video production. Led multi-discipline marketing team of 40+ people responsible for in-house creative, event management, all marketing campaigns and video production. Responsible for global brand compliance.

- **Oversaw \$15,000,000 annual budget** for B2B and B2C programs.
- Led high-profile events such as board-of-director's meetings, stockholder sessions, global shows and acted as spokesperson for media.
- Re-organized and led management of content for all social channels **improving engagement and lead gen by 30%**.
- Managed outsourced marketing resources including agencies, contractors and freelancers.
- **Re-scoped internal communications teams** from internal-billing structure to an allocated resource improving project efficiency and driving higher levels of volume and output.
- Audited tradeshow execution process and moved to single-vendor strategy resulting in global **reduction of costs by 40%**.
- **Created new brand style guidelines** including brand voice, tone, narrative and visual identity and trained global communications teams for brand consistency to elevate master brand strategy.