

Whitney Pettrey

1429 E. Redondo Avenue Salt Lake City, Utah 84105
443.687.1222

whitneypettrey@gmail.com
<https://www.linkedin.com/in/whitneypettrey>

Director of Marketing | Strategic Marketing Executive | Innovative Marketing Leader

Director of Marketing with 12 years of experience, specializing in digital transformation and traditional marketing. Adept in strategic leadership, managing \$15M annual budgets, and driving brand growth. Proven expertise in inbound marketing, digital strategies, and utilizing HubSpot to its full potential. Demonstrated success in driving significant market share increases through innovative campaigns in SEO, PPC, and social media. A collaborative team leader, skilled in cross-functional coordination and committed to fostering a culture of teamwork & excellence.

PROFESSIONAL EXPERIENCE

Skipio

Director of Marketing

American Fork, Utah

February 2023 - November 2023

- Led Skipio.com's site redesign, seamlessly transitioning from Duda to WordPress.org, and spearheaded comprehensive content overhaul.
- Led the development and execution of Skipio's marketing budget, collaborating with cross-functional teams to ensure alignment with business objectives and financial constraints.
- Enhanced conversion funnels and landing pages, resulting in a 15% boost in lead acquisition and engagement.
- Led dynamic content marketing strategies, utilizing SEO and social media to amplify traffic, user acquisition, and audience engagement.
- Developed and executed Skipio's go-to-market strategy for new features and integrations, enhancing market adoption and user experience.
- Elevated user experience through A/B testing and iterative design improvements, solidifying Skipio's position as a leader in its field.
- Strategically drove expansion into new markets (aviation, chiropractic), resulting in a 200% annual revenue growth and quarterly revenue growth of \$2.1 million.
- Oversaw a data-driven \$50k/month Google Ads campaign, surpassing lead generation goals by 30% and maximizing ROI. Employed A/B testing and audience analysis to optimize conversion funnels and target high-value customers.
- Integrated cutting-edge sales automation tools, optimizing organizational efficiency and outreach impact. (HubSpot Sales, Outreach.io)
- Built and mentored a high-performing marketing and sales team, fostering an environment of collaboration and innovation.

National Defense ISAC

Director of Marketing & Communications

Washington D.C.

January 2019 - December 2022

- Led seamless integration of HubSpot CRM, marketing automation, and threat intelligence systems, cultivating a unified and synergistic operational environment.

- Managed website overhaul and content strategy, orchestrating sales materials creation and event coordination to boost National Defense ISAC's industry presence.
- Implemented Agile methodologies for improved documentation, transparency, and cross-departmental collaboration, enhancing performance and Return on Marketing Investment (ROMI).
- Oversaw crisis communications in response to major cybersecurity incidents, ensuring timely and transparent updates to the public and key stakeholders during events like the Colonial Pipeline and SolarWinds attacks.
- Orchestrated high-impact events and webinars, boosting engagement by 25% in the defense community.
- Collaborated in leading international working groups on offense and defense security, mutual defense, application security, ethical hacking, adversary identification, data classification + DLP, zero trust architecture, and best practices for incident reports.
- Instrumental in progressing ND-ISAC's mission, fostering cybersecurity awareness and communication across diverse sectors, clandestinely safeguarding against adversary networks. Uniting public and private realms, consistently driving advancements in cybersecurity.

DH Technologies

Director of Marketing & Sales

Leesburg, Virginia

November 2017 -December 2018

- Led a marketing team in creating compelling content and campaigns for hyper-converged infrastructure and software-defined networking solutions.
- Strategically orchestrated high-impact events and webinars to elevate DH Tech's brand as an industry thought leader, particularly in technology solutions for defense and public sector clients.
- Leveraged data-driven insights from HubSpot, Google Analytics, and Salesforce to optimize marketing and sales initiatives, driving revenue growth by 15% and exceeding quarterly objectives consistently.
- Developed and executed marketing strategies for advanced tech solutions, including VDI, SDN, and AI, targeting federal and commercial sectors.
- Managed key relationships with government officials (CIOs, CISOs, CTOs) and implemented marketing and sales strategies across various government agencies (DOJ, DHS, DOD, NIH).
- Collaborated with sales leadership to develop and implement sales enablement tools and strategies, resulting in a 34% average email open rate and a significant increase in government client acquisition.
- Architected and executed high-profile events and webinars targeting defense and public sector audiences, establishing DHTech as a trusted technology partner for government agencies, leading to a \$25M contract with the Department of Defense.
- Enhanced organic search rankings by 60% through meticulous on-page and off-page SEO efforts. Developed comprehensive content strategies, maintaining consistency in branding, format, and style across digital platforms.
- Cultivated strong relationships with local government and industry leaders, paving the way for DH Tech's receipt of the Virginia Vanguard Small Business Award in 2018, and inclusion on the 2018 Inc. 5000.
- Led the expansion of DHTech's partner ecosystem, securing strategic alliances with key cybersecurity and technology vendors (NVIDIA, VEEAM, VMWare, Cohesity, Nutanix, etc.), resulting in a 20% market share increase within the federal sector.

MeetingPlay

Senior Digital Marketing Manager

Frederick, Maryland

January 2016 - November 2017

- Authored award-winning blogs (500% traffic surge), eBooks (1800+ monthly downloads), and nurtured leads through strategic campaigns, contributing to a 33% sales increase.
- Secured #1 rankings for critical keywords, skyrocketing organic traffic and qualified leads. (SEO search engine optimization, content marketing)
- Developed high-performing campaigns & personalized lead nurturing, driving conversions by 40%
- Analyzed and reported conversions from Google Analytics, Marketo, and Salesforce, ensuring seamless integration into HubSpot.
- Provided strategic guidance and comprehensive training on SEO, SEM, PPC, HubSpot, & analytics tools, empowering CMO, sales & customer service teams to drive operational efficiency and marketing effectiveness.
- Formulated content and lead nurturing strategies, resulting in a significant 27% increase in SQLs and an outstanding 135% rise in MQLs.
- Implemented nurture campaigns that led to a remarkable 40% increase in prospect engagement and a substantial 25% boost in conversion rates.
- Maximized HubSpot CRM and CMS to construct high-performing landing pages, strategic funnels, and precise lead scoring systems for streamlined and effective marketing operations.

Aircraft Owners & Pilots Association

Social Media Manager

Frederick, Maryland

December 2013 - January 2016

- Led data-driven social media strategies that surged overall engagement by 20% and boosted advocacy participation by 15%, directly contributing to AOPA's mission and membership growth.
- Orchestrated impactful targeted campaigns, increasing event participation by 25% and driving a 10% rise in new memberships through strategic alignment with AOPA's recruitment goals.
- Forged strategic partnerships with influencers and industry leaders, expanding cross-promotional reach by 30% and elevating AOPA's brand visibility.
- Navigated challenging situations with exemplary crisis communication strategies, ensuring transparency and safeguarding AOPA's reputation.
- Implemented effective crisis communication strategies during challenging situations, ensuring transparency and maintaining the association's positive reputation.
- Provided live coverage of AOPA events through social media, utilizing real-time updates, stories, and live streams to enhance member participation and virtual attendance.
- Cultivated a thriving online community through user-generated content (#flywithaopa) and expanded reach through engaging podcasts, blog posts, and high-profile partnerships (Roy Halladay, Harrison Ford, Dave Coulier), increasing monthly unique website visits and podcast downloads.

EDUCATION



The University of Utah, Salt Lake City, UT
Bachelor of Science, Marketing

TECHNOLOGIES

General Digital Marketing Tools: Google Marketing Platform (including Google Search Console, Google Ads, Google Analytics, Google Data Studio, Google Optimize, Discoverorg, ZoomInfo, Microsoft Office Suite (with advanced proficiency in Excel), Google Business

CMS and CRM Systems: HubSpot, Marketo, WordPress (both .com and .org), Drupal, Salesforce (including Salesforce Marketing Cloud and Pardot), Microsoft Dynamics, Zoho, Outreach.io

Marketing Automation Platforms: HubSpot, Salesforce, Marketo, Pardot, Adobe Marketing Cloud

Design and Creative Software: Adobe Creative Cloud (including InDesign, Photoshop, Illustrator, Acrobat DC, Premiere Pro, Canva, Final Cut Pro, DaVinci Resolve

E-Commerce Platforms: Shopify, WooCommerce

SEO and Analytics Tools: Moz, Ahrefs, SEMrush, Spyfu, Yoast SEO, Screaming Frog, Google Keyword Planner, Google Trends, Schema Markup, Robots.txt, SimilarWeb

Project Management and Collaboration: Asana, Trello, Jira, Monday.com, Notion, Slack

Data Visualization and BI Tools: Tableau, Microsoft Power BI, Looker

Email Marketing Platforms: Outreach.io, Klaviyo, Constant Contact

Content Creation and Management: Contently, Buzzsumo, Grammarly, Hemingway Editor

Social Media Management: Hootsuite, Buffer

Additional Digital Marketing Tools: Segment, Tealium, Majestic, Sprout Social, Agorapulse, TensorFlow, Optimizely, Unbounce, Upfluence, Traackr, Vidyard, Wistia, SurveyMonkey, Qualtrics, HTML, CSS, JavaScript, Everwebinar, Zoom GDPR/Compliance tools, ChatGPT, CrazyEgg, Hotjar, FullStory

CERTIFICATIONS

The American Small Business Coalition

Ethical Stalking for Government Contractors

HubSpot

COS, Contextual Marketing, Client Management, HubSpot Marketing Software, Content Marketing, Digital Marketing, Email Marketing, Frictionless Sales, Inbound Marketing, Inbound Sales, SEO, Sales Enablement, Sales Management, Social Media Marketing

Google

Search Ads 360, Campaign Manager, Creative Certification, Display & Video 360, Google Analytics, Mobile Experience, Google My Business, Google Ads - Measurement, Google Ads Display, Google Ads Search, Google Ads Video, Shopping Ads, Google Ads Apps

Semrush

SEO Toolkit Exam, SEO Toolkit Exam for Advanced Semrush Users, Semrush for Digital Agencies Certification

Other

Salesforce Administration, Keap, Outreach.io, NVIDIA DGX Sales Partner, Commvault Cloud Storage, Nutanix Certified Associate, Cohesity Data Protection, VMware Sales Professional (VSP) Training & Accreditation, Sandler Sales