

# WHITNEY PETTREY

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## Marketing Leadership | Digital Strategy Expert | Technology Marketing Specialist

Dynamic marketing leader with over 12 years of experience in digital and traditional marketing, specializing in emerging technologies and SaaS. Expert in driving brand growth, enhancing market share, and spearheading strategic marketing initiatives. Excel at data-driven decision making, cross-functional collaboration, and pioneering innovative campaign execution. Seeking to leverage expertise in a senior marketing leadership role.

### EXPERIENCE

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#### Director of Marketing & Communications *Jepology*

January 2019 - March 2024, District of Columbia

Spearheaded growth initiatives for a secure, invitation-only cybersecurity information network, significantly enhancing strategic member engagement and operational vetting processes.

Led the orchestration of high-impact events and webinars, increasing defense sector engagement by 25%; played a pivotal role in international working groups focused on cybersecurity frameworks such as ethical hacking and zero trust architecture.

Directed the development and dissemination of secure content tailored for classified audiences, adhering to stringent security protocols.

Enhanced partnerships with defense and government sectors, fostering aligned objectives and securing trust in strategic intelligence sharing.

Ensured the integrity of FedRAMP, DoD IL 4/5, ISO/IEC 27001 and NIST SP 800-53/NIST CSF 2.0 standards across all marketing materials.

Managed the expansion of a covert partner ecosystem, securing strategic alliances that reinforced Jepology's market dominance.

#### Director of Marketing & Sales *DH Technologies*

November 2017 - December 2018, Leesburg, Virginia

Drove marketing and sales for HCI and software-defined networking solutions, leading to a landmark \$25M contract with the Department of Defense.

Conceptualized and executed major industry events that positioned DH Tech as a leader in advanced technology solutions.

Developed and executed marketing strategies for advanced tech solutions, including VDI, SDN, and AI, targeting federal and commercial sectors.

Advanced digital obfuscation techniques, enhancing DH Tech's search presence while masking the strategic intent of its web content, protecting the interests of high-profile clients.

Recognized with the Virginia Vanguard Small Business Award and inclusion in the 2018 Inc. 5000 list due to strategic market positioning.

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.

**Senior Digital Marketing Manager**  
*MeetingPlay*

January 2015 - November 2017, Frederick, Maryland

Authored award-winning content that significantly boosted web traffic and engagement, establishing the brand's strong online presence.

Implemented comprehensive digital marketing strategies that increased lead quality and conversion rates, contributing to a 33% rise in sales.

Developed and managed high-performance marketing campaigns that enhanced customer engagement and drove substantial revenue growth.

**Social Media Manager**  
*Aircraft Owners & Pilots Association*

December 2013 - January 2015, Frederick, Maryland

Leveraged data-driven strategies to increase member engagement and advocacy significantly, enhancing the association's mission and outreach.

Boosted brand visibility by 30% through strategic partnerships and influencer collaborations, notably with high-profile industry leaders, including esteemed pilot and actor Harrison Ford.

**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, Google Business

**CMS and CRM Systems:** HubSpot, Marketo, WordPress, Drupal, Salesforce (Marketing Cloud, Pardot), Microsoft Dynamics, Outreach.io, Adobe Marketing Cloud

**Design and Creative Software:** Adobe Creative Cloud, InDesign, Photoshop, Illustrator, Acrobat DC, Premiere Pro, Canva, Final Cut Pro

**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 / MEMBERSHIPS**

### **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

**Women in Technology SLC**, *Member*, 2022 - Present