



# ELYSE INGHAM

B2B DIGITAL MARKETING LEADER



## CONTACT



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## EDUCATION



**May 2011**  
**BBA, Gonzaga University**  
Marketing/Entrepreneurship



## SKILLS

- Global Team Management
- Marketing Regionalisation
- Customer Lifecycle
- Digital Marketing
- Campaign Management
- Email Marketing
- Automation
- Lead nurture & CRO
- Project Management
- Customer Segmentation
- HubSpot & MAP Management



## PROFESSIONAL SUMMARY

Process-oriented, data-driven marketing leader with 14 years' industry experience. Manages global team of specialists to deliver exceptional marketing campaigns, generating revenue growth.



## WORK EXPERIENCE



### Senior Manager, Lifecycle Marketing 02.2024 - Current Simpro

- **Leads a global team** of marketing professionals in the United States and Australia.
- **Managed a large-scale MAP migration** from Pardot to HubSpot and consolidated multiple business units into one portal.
- **Directed** an ANZ customer expansion campaign, resulting in **30% YoY MRR growth**.
- **Facilitates** Simpro Group's Customer Communications Council, **collaborating with all customer-facing leaders** across three business units.
- **Innovates** by utilizing 6sense and HubSpot to **enhance CRO and segmentation**, reducing reliance on web forms.
- **Drives data-driven decision-making** and enhances customer experience through expert focus on data analysis, target market segmentation, and Salesforce reporting
- **Oversees all customer-facing communications**, email marketing, and marketing database management across Simpro Group.



### Digital Marketing Manager 10.2021 - 02.2024 Simpro

- Built a team of marketing professionals, providing mentorship and coaching to develop knowledge and skills.
- Optimized targeting, automation, and strategy for improved engagement, click-through rates, and lead conversion.
- Executed marketing plans that consistently achieved targets for increased revenue and MQL conversion.
- Supported a customer cross-sell/up-sell program with targeted email campaigns, generating \$2.7 million in ARR.
- Analyzed and reported on KPIs to validate and demonstrate the success of marketing campaigns.



### Digital Marketing Manager 2011 - 2021 HoopSkirt Media

- Managed portfolio of nearly 100 business for over 10 years, including Fortune 500 companies.
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences.
- Created comprehensive marketing campaigns with SEO, social media, website/landing page design and email nurture.