

# Amanda Metes

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Detroit, Michigan

Strategic product marketing leader with a proven record of elevating brands, generating leads, and running creative marketing campaigns that directly impact the bottom line. With a professional emphasis on growing specialized B2B, I bring ten years' experience developing compelling and thoughtful go-to-market plans, product management, translating goals into high-touch and content marketing campaigns, and applying meaningful client insights along the way. I have a highly collaborative work style and expertise cultivating positive relationships with team members and clients. I bring a rare combination of go-to-market vision strategy, communication skills (oral and written) and tactical hustle necessary to reach big goals. High energy self-starter who brings a positive work style; comfortable in a fast-paced environment when change is constant.

## Professional Experience

### ***B2B Marketing Director, Everdays***

Birmingham, MI

September 2020 - pres.

- Led go-to-market strategy, value proposition, and content focused on acquisition and retention for B2B clients

### ***Growth and Enterprise Product Marketing Director, Grand Circus***

Detroit, MI

July 2019 – August 2020

- Developed and executed go-to-market strategy, value proposition, and product positioning for new software developer training and staffing product with large, privately-held managed services provider in five U.S. markets
- Created, packaged and launched new software developer product offering, quickly pivoting our educational services online while maintaining competitive differentiation in new market
- Created compelling literature, thought leadership papers, blogs, videos, and case studies for enterprise customers
- Launched new COVID-response scholarship resulting in nearly \$100k in scholarship award, PR value of \$230k, 600 applicant submissions, and seventeen new students (\$85k)
- Exceeded student recruitment targets within first quarter resulting in \$190k incremental revenue

### ***Product Marketing Strategy & Brand Team Leader, CSC***

Wilmington, DE & Detroit, MI

October 2015 – July 2019

*CSC provides leading B2B corporate and legal services to 90% of the Fortune 500®, 10,000+ law firms, top private equity firms, and over 3,000 of the top financial institutions.*

- Team leader of three marketing managers responsible for ROI and product marketing strategy for over half of the enterprise, four unique product lines, and in seven countries
- Launched numerous new technology products and services including competitive analysis, marketplace positioning, target audience segmentation, go-to-market strategies, field enablement, PR, case studies, and activation
- Grew marketing-attributable leads by 40% and revenue by 48% through content creation, digital, event activations, postal, webinars, email, and social
- Developed data-driven go-to-market and annual marketing plans reflective of aligned goals across product, technology, and sales and focused on lifecycle and segmented by B2B buyer personas: inbound marketing acquisition, conversion, education, and retention
- Identified opportunity to leverage existing thought leadership to create a cost-free client education program of webinars and whitepapers resulting in 9,900+ qualified leads and \$2.9 MM in directly attributable revenue
- Spearheaded adoption of Account-Based Marketing, PR monitoring and amplification, website heat mapping, paid social, and employee social media advocacy
- Managed \$3 MM marketing budget

### ***Marketing & Communications Associate Manager, Association Headquarters***

Mt Laurel, NJ

January 2015 - October 2015

- Team leader responsible for providing marketing strategy, research, and branding expertise to national and global non-profits
- Developed new brand positioning across acquisition and retention campaigns for global and national associations

- Launched new service line and supported ongoing consideration through sales enablement training materials, channel activation, RFP responses, webinars, and proactive consultation to identify strategic opportunities for client partners and add new service line to business mix (resulted in \$250k new revenue over three years)

## ***Global New Product Development & Marketing Strategy Senior Associate, Discover Financial Services***

**Riverwoods, IL**

**December 2012 - November 2014**

- Responsible for the Diners Club International co-branding segment (\$8.2 billion in global value) including segment strategy, product development, and competition market research and analysis
- Global internal sales support and franchise (card issuer) sales support including product go-to-marketing strategy, activation campaigns, and consultation on portfolio growth best practices
- Measured ROI to evaluate marketing effectiveness including awareness, consideration, and adoption metrics
- Created full funnel content strategy to drive sales including whitepapers, use cases, implementation guides, and PR
- Launched technical and non-technical product features through integrated B2B marketing campaigns

## ***Marketing Leadership Program, Discover Financial Services***

**Riverwoods, IL**

**July 2011- December 2012**

- Served as operational risk expert during regulatory review process, litigation, and product development
- Identified savings by detecting control gaps in campaign management of largest marketing group
- Implemented robust, insights driven B2B marketing campaigns improving acceptance in Americas
- Conducted custom and syndicated research projects for Card, Network, and Direct Banking businesses
- Established Hackathon and TEDx events; Represented young professionals on engagement taskforce including regular audience with and presentations to CFO, consulted CIO on BOYD communication strategy

## ***Business Development Coordinator, Biggby Coffee***

**East Lansing, MI**

**July 2010 - July 2011**

- Developed the franchise system to be the fastest growing coffee concept nationally that year
- Managed the brand through various marketing channels: print, OOH, online, events, POS to generate leads
- Implemented a data management process to identify ROI and optimize marketing mix

## ***Education & Certifications***

- B.A., International Relations, Michigan State University, Minor in Business, Minor in Philosophy
- Lean / Six Sigma Change Agent Certified, Discover Internal Certification
- Leadership Accelerator, CSC Internal Certification
- Intro to Front-End Development (HTML, CSS, JavaScript), Grand Circus
- Content Marketing Certified, Hubspot Certification
- Account Based Marketing Certified, Demandbase Certification

## ***Professional Skills***

Marketing Strategy, Demand Generation, Technical Marketing, Field Sales Marketing Support, Brand Management, Product Launches, Team Leadership, Project Management, Quantitative Analysis, Strategic Planning, Process Improvement, Competitive Analysis, Partner Management, Executive Relationship Management, Qualtrics, Salesforce, Hubspot, Wordpress, Exceptional Written and Oral Communication Skills including Public Speaking