

**Blair Pettrey (Staples)**  
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## **Director of Marketing & Communications**

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*Growth-minded marketer and sales leader with over a decade of experience in law, cybersecurity, cloud computing, SaaS/IaaS/PaaS, healthcare, and policy. Inbound marketing, account-based marketing, web design, sales enablement, and several CRM and CMS tools are part of my strategy. I hold certifications from HubSpot, Google, SEMRush, Marketo, Salesforce, NVIDIA, Nutanix, VMware, Cohesity, and Commvault.*

## **WORK EXPERIENCE**

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### **Marketing & Communications Manager, *National Defense ISAC*, January 2019 - January 2022**

Defined protocol and measures for cybersecurity within the United States and internationally

Contributed to the creation of text, edited copy, and submitted content for review for journals, white papers, and technical papers

Oversaw the redesign of their website, created an annual content calendar, designed products for on-site events, helped host events, created awareness about the group through connections, sales calls, and leadership development

Customer Relationship Manager (CRM) development, implementation, and scrubbing as well as content management system (CMS) implementation

Produced graphics and visuals for authors' contents, sales pitches, and tracked and measured performance

Co-facilitated international working groups on defense security, mutual defense, application security, ethical hacking, adversary identification, data classification + DLP, zero trust architecture, incident report best practices, and more

### **DH Technologies, *Director of Marketing & Sales* November 2017- December 2018**

Managed the sales and marketing teams for a Value Added Reseller offering cybersecurity and technology solutions to the federal government

Utilized **segmented email marketing** campaigns and analytics metrics to **achieve a 34% average email open rate**

**Wrote copy for and created automation behind a successful email campaign leading to the acquisition of a \$25M Department of Defense contract**

**SEO increased organic search rankings by 60%** and drove traffic to the site

Collaboration with vendors and C-level executives on budgets, campaigns, and sales

Developed content from concept to final production/programming across all digital platforms, ensuring consistency in branding, format, & style for both the company and partners

Implemented Facebook, Instagram, Twitter, and LinkedIn campaigns

Wrote new copy and created web design concepts for external vendors and partners

Contributed to the commercial sales team by reporting progress towards quarterly revenue goals, providing campaign analytics and critical insights, and generating new business opportunities  
Monitoring KPIs such as new customers, new leads, phone, and email campaign leads, opportunities won, and more to track business goals

Increased the company's partner yield and added new business by concentrating sales efforts on strategic sales opportunities

### **MeetingPlay, Director of Digital Marketing** *January 2016 - November 2017*

Strategize, develop, and maintain multiple search engine marketing campaigns to achieve top rankings for targeted keywords

#### **Built and deployed email marketing programs that increased lead conversion by 400%.**

Led conversion from Google Analytics, Marketo, and Salesforce to HubSpot by analyzing, measuring, and reporting

Implemented an omnichannel demand generation strategy, including SEM, paid social, retargeting, content syndication, and display advertising campaigns

Acquired leads and revenue in all facets of media, owned, earned, and paid

#### **Designed new content strategies and lead nurturing strategies to increase qualified SQLs (sales qualified leads) by 27%**

Developed website content and promoted online tools such as blog posts, social media posts, and e-books

Developed nurture campaigns to guide prospects through all stages of their customer journey

Built effective landing pages, funnels, and scored leads using HubSpot CRM and CMS

### **AOPA, Social Media Community Manager** *December 2014 - January 2016*

#### **Implemented social media marketing strategies that led to a 337% increase in social media engagement and a 17% increase in new members**

Created a social media marketing plan, calendar, and playbook

Designed social media graphics that promoted the company brand, image, and values

The AOPA social media and community engagement team developed and managed the association's daily social media efforts

The monitoring of social media provided insights, observations, & advice to senior management and internal stakeholders

Contributed to the social media outreach of the organization by writing blog posts, recording podcasts, and sharing vlogs on sites such as ShareAviation.com and BoldMethod.com

Managed, designed, and created social promotions for third-party partner campaigns

AOPA's media channels were integrated into our social media promotions to provide a seamless experience with both online and offline media

### **User-generated content around AOPA social channels & broader aviation trends online identified & reported as significant threats & opportunities**

Achieved new, strategic partnerships with pilots who spoke on behalf of AOPA in our social community, attracting new members like Phillies Pitcher Roy Halladay and actor Harrison Ford

## **PRIOR EXPERIENCE**

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**Charles Village Rehab, Marketing Specialist** February 2010 - December 2014

**Mayor's Office of Ross C. Anderson, Volunteer for Marketing & Fundraising** 2008, 2007, & 2006

**3form Material Solutions, Project Manager & Product Specialist,** March 2008 - August 2009

## **EDUCATION**

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

## **TECHNOLOGIES**

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**General:** Google Marketing Platform, Google Search Console, Google Ads, Google Analytics, Google Business, Microsoft Dynamics, Outreach.io, Discover.org, ZoomInfo

**CMS/CRM:** Hubspot, Marketo, Wordpress.com, Wordpress.org, Drupal, Salesforce/SFDC, Hubspot, Microsoft Dynamics, Zendesk, Zoho

**Automation:** Marketo, Pardot **Adobe CC:** Indesign, Photoshop, Illustrator

**E-Commerce:** Shopify, Woocommerce

**SEO Tools:** Moz, Ahrefs, SEMRUSH, Spyfu, Yoast, Screamingfrog, Google Keyword Planner, Google Trends, Schema Markup, Robots.txt, Devtools, Google Business/Local, Wayback Machine

## **CERTIFICATIONS**

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**HubSpot:** Inbound, COS, Content Marketing, Email Marketing, Contextual Marketing, Sales Enablement, Inbound Sales, Client Management, HubSpot Marketing Software, HubSpot Sales Software

**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:** 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