

# AMANDA K. GARRISON, MBA

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## FRACTIONAL CMO • GO-TO-MARKET SUCCESS EXPERT

**Proactive Strategic Marketing Executive | 15+ Years of Expertise in Digital Marketing, Growth, and Product Management**

*Amazon Prime Video, AKG Marketing, BlackRock, Valassis Communications, Trinet, Verizon Wireless & SpunTV*

### Go-To-Market & Launch Strategies

### Data-Driven Marketing Execution

### Strategic Product Management

Strategic, results-driven leader with 15+ years in digital marketing, product management, customer lifecycle, and go-to-market planning across multiple sectors. Skilled in senior-level collaboration, data-led decision-making, cross-team leadership, and launching high-impact campaigns to boost revenue, engagement, and customer growth. Proven expertise in optimizing results, enhancing processes, improving user experiences, and clearly communicating measurable business outcomes.

### Core Competencies

Strategic Product Marketing | Marketing Strategy & Optimization | Customer Growth & Engagement | Demand Generation | Product Launches | Campaign Management | Marketing Analytics | Competitive Intelligence | Project Management | Data-Driven Decisions | Portfolio & Program Management | Problem Solving & Decision Making | Stakeholder Collaboration | Executive Leadership & Stakeholder Alignment | Marketing Technology & Automation Strategy | Brand Architecture & Messaging Frameworks

**Industry Experience:** Marketing Consultancy • Technology & SaaS • FinTech • Investment & Asset Management • Entertainment Tech • AdTech • MarTech • Advertising & Communications • Media & Publishing • Travel & Hospitality • Telecommunications • Startup & Entrepreneurial Ventures

## PROFESSIONAL EXPERIENCE

### Fractional Chief Marketing Officer/Marketing Consultant | AKG Marketing, Greater Los Angeles Area (Remote) • 07/2017 – Present

Serve as a strategic partner to startups and mid-size companies, providing Fractional CMO leadership across GTM strategy, brand development, campaign management, and digital transformation initiatives. Lead cross-functional teams and provide executive marketing guidance.

- **Go-To-Market Leadership:** Provided leadership in Go-To-Market strategy and product marketing, leading a team to scale and deliver impact through innovative marketing solutions and strategic direction, increasing client traffic and client sales. Directed launch strategies for tech and service clients, increasing engagement and sales across verticals.
- **Full-Funnel Marketing Execution:** Executed full-funnel marketing programs across B2C and B2B verticals, managing budgets and aligning operational decisions with fiscal constraints, achieving a 15% annual revenue increase, and enhancing client satisfaction by 12%. Developed and executed full-funnel strategies, improving lead quality and client retention by over 30%.
- **Enterprise Clients Innovation & Results:** Supported marketing strategies and developed marketing collaterals for a MarTech agency, supporting top cloud providers like Microsoft, Google, and AWS, leading to a \$3M contract renewal. Improved sales enablement, client engagement, and conversion rates.
- **Growth Marketing Strategy Development:** Led multi-channel campaigns generating high-converting traffic and measurable revenue growth. Developed growth marketing strategies for a major telecom, driving customer acquisition by 35%. Achieved 500 %+ customer retention growth in 2 years, driving \$1.2M in additional revenue and increased market share.

### Marketing Program Director (Audience Management – contract) | Capital Group, American Funds® • 07/2024 – Present

Collaborate with senior leaders to define business priorities and develop targeted, data-driven marketing strategies that align with goals. Lead cross-functional teams in executing go-to-market plans, driving measurable business outcomes. Optimize multiple campaigns across digital platforms, overseeing resource allocation, performance enhancement, and impactful results to meet institutional client needs. Communicate program successes to senior stakeholders, demonstrating the tangible contribution to business growth.

- **Process Optimization & Efficiency:** Streamlined project intake process by developing new trackers, forms, and documentation practices, significantly enhancing team efficiency.
- **High-Impact Marketing Leadership:** Led the marketing team in delivering high-impact programs for multi-million and billion-dollar clients, driving significant business outcomes.
- **Digital Strategy & Web Optimization:** Performed a comprehensive web audit, identifying opportunities to enhance digital experience and optimize web presence.

- **Stakeholder Relationship Management:** Built trusted partnerships with stakeholders, earning recognition as a valued marketing collaborator and advisor.
- **Global Sales Segmentation & Engagement:** Spearheaded a global project to restructure sales segmentation, improving customer engagement and driving better sales outcomes.

**Lifecycle Marketing Manager, Senior Product | Amazon Prime Video, Los Angeles, CA - 01/2022 – 07/2024**

Owned lifecycle strategy and performance optimization for Prime Video's global campaigns, focused on acquisition and retention across digital touchpoints. Led audience segmentation, campaign testing, and product positioning in partnership with internal creative, tech, and content teams.

- **Strategic Product Marketing & Customer Engagement:** Executed a product marketing plan, increasing customer engagement by 20%, revenue by \$5M, and Prime Video subscriptions by 7%, with a 12% MoM rise in impressions through data analysis.
- **Data-Driven Product Optimization and User Experience Improvement:** Implemented tracking for usage patterns, providing insights that enhanced product features, leading to a 15% rise in adoption and a 20% reduction in customer complaints.
- **Campaign Management and Performance Analytics:** Drove campaigns end-to-end in Owned & Operated placements, optimized marketing channels, and audience targeting, leading to 21% YoY growth and top 5 campaigns in CTR and profit MoM.
- **Strategic Go-To-Market Leadership & Global Impact:** Led Go-To-Market and product marketing strategies, driving viewer acquisition and engagement across 240 countries, resulting in an increase in product adoption and strategic initiative alignment.
- **Cross-Functional Leadership:** Led collaboration with cross-functional teams, including Product, Creative, Branding, Engineering, and Development, achieving an 11% uplift in marketing initiative success rates.
- **Market Research and Data Analytics Expertise:** Conducted market research and data analytics, leading to innovative product marketing strategies that enhanced the customer lifecycle and resulted in a 12% increase in customer engagement.
- **Customer Growth & Retention:** Increased engagement by 20%, improved retention by 10%, and grew Prime Video subscriptions by 7%.
- **Campaign Performance Optimization:** Raised CTR by 45% MoM and delivered a \$5M revenue uplift through targeted performance strategies.
- **Data-Driven Product Marketing Development:** Developed a data-driven product marketing plan, increasing engagement by 20%, subscriptions by 25%, and generating \$5M in revenue, increasing revenue year-over-year.

**Vice-President, Digital Marketing (Contract) | BlackRock, Atlanta, GA - 04/2019 – 03/2020**

Led the rebranding and digital transformation efforts for 10 international websites under BlackRock's portfolio. Managed digital marketing campaigns and analytics to improve audience targeting, engagement, and retention.

- **Lead Generation and Marketing Leadership:** Led a lead generation project across multiple teams, aiding in successful market segmentation, resulting in a 35% increase in leads, a 25% rise in conversion rates, and a 20% growth in market share.
- **Site Redesign & UX:** Drove UX and design updates that boosted site engagement by 30% and page traffic by over 300%.
- **Campaign Strategy:** Executed integrated campaigns that reduced churn by 15% and generated 10,000+ qualified leads.
- **Market Share Expansion:** Increased market share by 20% through targeted lead generation programs and a strategic segmentation approach.
- **Effective Marketing Materials and Campaign Execution:** Implemented sales enablement materials that increased productivity by providing targeted content to sales teams, resulting in a 15% increase in SQLs and an increase in sales reach by 65%.

**EARLIER CAREER HIGHLIGHTS:**

<b>Client Media Specialist</b> , Valassis Communications, Houston, TX	03/2015 – 07/2017
<b>Sales Enablement Specialist</b> (Marketing Contract), Trinet, Atlanta, GA	09/2013 – 01/2014
<b>Sales Solutions Specialist</b> , Verizon Wireless, Alpharetta, GA	09/2010 – 01/2013
<b>Marketing Consultant (Start-up)</b> , Spun TV, New Orleans, LA	05/2009 – 05/2010

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Master of Business Administration (MBA), Major in Customer Experience Management**

Keller Graduate School of Management, Alpharetta, GA

**Bachelor of Science (BS), Major in Marketing & Sales, Xavier University of Louisiana, New Orleans, LA**

## AMANDA GARRISON: Fractional CMO and Global Marketing Expert

**Certifications:** Google UX Design Specialization (Coursera) ▪ BrightEdge Professional Certification (BrightEdge) ▪ Content Marketing Certification (HubSpot) ▪ Email Marketing Certification (HubSpot) ▪ Social Media Marketing Certification (Hootsuite Academy) ▪ Spanish Fluency: Elementary (Estimated) (Duolingo) ▪ Design Thinking for Innovation (Coursera)

## TECHNICAL TOOLS

Microsoft Office Suite (PowerPoint) ▪ Google Analytics ▪ XML & HTML ▪ CSS ▪ Salesforce CRM ▪ Oracle Database Management ▪ Adobe Suite ▪ SEO ▪ Atlassian JIRA ▪ BrightEdge SEO Platform ▪ RedOak Database & Analytics ▪ Scrum Framework ▪ Squarespace Website Builder ▪ Wix Website Builder ▪ WordPress CMS ▪ Canva Graphic Design ▪ Sketch Vector Graphics ▪ UX/UI Design ▪ Figma Design Tool