



Olivia Tedesco | Marketing & Sales Leader

Marketing • Events • Partnerships • Revenue Growth

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EXPERIENCE

Marketing Leader & Consultant

2015 - Present

Industries: [Ecommerce/Parcel](#), [Oil & Gas](#), Advertising, [Dentistry](#), [Hospitality](#), [Food & Beverage](#), [Bakeries](#), [Non-Profits](#), [Construction](#), [Health & Wellness](#), [Travel](#), and [Education](#)

Current Selected Clients: Creative Agency, [R&D](#), [Monarch Dental](#), [Media Gen Co.](#) Learn about my roles [here](#).

Marketing and sales leader with 15+ years of experience driving brand awareness, pipeline growth, customer engagement, and revenue across SaaS, logistics, ecommerce, agencies, and consumer brands. Proven success leading events, partnerships, content, social media, demand generation, and business development initiatives.

CORE COMPETENCIES

- Marketing Strategy
- Demand Generation
- Sales Enablement
- Business Development
- [Event Marketing](#)
- Field Marketing
- Partnerships
- [Social Media](#)
- Content Marketing
- Ecommerce Marketing
- Brand Strategy
- Public Relations
- SEM
- Paid Media
- Creative Direction
- [Photography](#)

TECHNOLOGY

Marketing & Analytics

- HubSpot
- Salesforce
- Google Analytics
- Google Ads
- Meta Ads Manager

Content & Creative

- Adobe Creative Suite
- [Canva](#)
- Premiere Pro

Web & Ecommerce

- WordPress
- Squarespace
- Hubspot
- Wix
- DNN
- Stripe

Productivity & CRM

- Notion
- ClickUp
- Asana
- Close.io
- Trello

- Serve as a fractional marketing and sales leader for B2B and B2C organizations.
- Develop and execute go-to-market (GTM) strategies, demand generation programs, content marketing initiatives, social media campaigns, email marketing, public relations, and partnership programs designed to increase brand awareness, generate qualified pipeline, and drive revenue growth.
- Generate new business through referrals, partnerships, outbound prospecting, networking, and consultative sales conversations, **maintaining a 100% close rate on qualified sales opportunities.**
- Advise founders, CEOs, and executive teams on brand positioning, customer acquisition, business development, marketing operations, and revenue growth strategies.
- Lead sales enablement initiatives including messaging development, pitch refinement, sales collateral creation, lead nurturing workflows, and customer journey optimization.
- Direct and manage conferences, trade shows, webinars, roadshows, and industry events featuring 10+ speakers and 1,000+ attendees, supporting customer acquisition, retention, and expansion opportunities.
- Build and scale organic social media programs across LinkedIn, Instagram, TikTok, Facebook, and YouTube, including growing a personal brand to 3,000+ followers and 6M+ organic views in under 60 days.
- Execute digital marketing campaigns across SEO, SEM, Meta Ads, Google Ads, influencer marketing, content creation, and website optimization to increase traffic, engagement, lead generation, and conversions.
- Lead website redesigns, ecommerce optimization initiatives, and conversion rate optimization (CRO) projects that improved user experience, increased website traffic, and accelerated online sales growth.
- Produce creative assets and marketing collateral including websites, digital advertising, social content, photography, videography, print materials, sales enablement resources, album covers, and book covers.

Senior Marketing Manager& Consultant

2025

SENDLE | Read In-Depth Resume Experience [Here](#)

Remote

- Developed and executed regional go-to-market (GTM) strategies aligned with national growth objectives, driving demand generation, customer acquisition, and brand awareness initiatives.
- Planned and managed field marketing programs, trade shows, community events, and partner activations, overseeing vendor relationships, budgets, logistics, lead generation, and post-event performance analysis.
- Built and executed co-marketing campaigns with strategic partners, collaborating cross-functionally to develop integrated content, promotional assets, and customer engagement programs.
- Partnered closely with Sales, Product, and Marketing teams to align campaign execution, lead management processes, pipeline tracking, and revenue goals.
- Developed integrated pre-event, event, and post-event nurture campaigns across email, social media, and digital channels to maximize engagement, lead conversion, and pipeline contribution.

EDUCATION

Texas A&M University
Mays School of Business
B.S. in Marketing

- Certificate in Sales
- Marketing Study Abroad
- Top 20 Sales Competition Finalist
- Marketing Internship in Brisbane, Australia

CERTIFICATIONS

- Hootsuite
- [Google Analytics](#)
- [Google Digital Garage](#)

INTERESTS

- Traveled to all 50 U.S. states and 31 countries
- Photography
- DJing & Live Music
- Backpacking
- Hiking
- Adventure Travel
- Adrenaline activities
- Hammocking

[REFERENCES](#)

**PORTFOLIO & WORK
SAMPLES:**
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- Defined, tracked, and reported key performance indicators (KPIs) across regional marketing initiatives, leveraging data and customer insights to optimize campaign performance and marketing ROI.
- Conducted market research and competitive analysis to refine positioning, strengthen messaging, and improve customer acquisition strategies within the small business shipping and logistics market.

Senior Marketing Manager

Extensiv | Read In-Depth Resume Experience [Here](#)

2021-2024

Remote

- Owned strategy, planning, and execution of Extensiv's flagship customer [User Conference](#), driving 200+ attendees, 45+ expansion opportunities, 15+ customer video testimonials, a 4.6+ satisfaction rating, and a 300% increase in online product reviews.
- Led national customer [Roadshows](#) from concept through execution, developing event marketing campaigns, customer communications, and [Landing Pages](#) that generated 50+ registrations per event, 30+ opportunities, \$10K+ in new monthly recurring revenue, and a 4.7+ average satisfaction rating.
- Managed the company's [Trade Shows](#) portfolio, developing event marketing strategies that increased brand awareness, generated qualified leads and MQLs, strengthened customer relationships, and supported upsell opportunities.
- Played a key role in the corporate rebrand from 3PL Central to Extensiv, leading marketing initiatives across social media, events, advertising, and customer communications.
- Partnered closely with Sales leadership to deliver bi-weekly sales enablement programs covering campaigns, content, events, pipeline strategy, HubSpot, and Salesforce best practices.
- Managed demand generation initiatives including webinars, email marketing, advertising, content promotion, publisher partnerships, and campaign execution through HubSpot.
- Led [Social Media](#) strategy and execution across 12+ company accounts, increasing organic followers by 314%, interactions by 300%, and impressions by 98% within one year.
- Mentored marketing coordinators and collaborated cross-functionally with Product, Sales, Customer Success, and Executive Leadership to drive customer engagement, pipeline growth, and revenue-generating marketing programs.
- Contributed regularly to the company [Blogs](#), creating thought leadership and educational content supporting customer engagement and SEO initiatives.

Marketing Manager

Cadence Sound | Read In-Depth Resume Experience [Here](#)

2019-2021

Los Angeles, CA

- Led digital marketing strategy across ecommerce, social media, email marketing, SEO/SEM, paid advertising, public relations, and events for a national consumer electronics brand.
- Grew ecommerce sales from 1-5 online orders per month to 200+ monthly orders within three months through website optimization, digital advertising, promotional campaigns, and social media marketing.
- Managed website [redesign](#) initiatives that increased monthly website traffic from 2,000 to 35,000 visitors, improving user experience, online visibility, and customer engagement.
- Developed and executed social media and influencer marketing programs, growing organic audiences by 3,000+ followers in six months while managing creator partnerships, contracts, content approvals, and campaign performance.
- Directed [public relations](#) efforts, authoring 100+ press releases, managing media outreach, and coordinating industry interviews to increase brand awareness and market presence.
- Executed integrated marketing campaigns across Google Ads, social media advertising, email marketing, content creation, and SEO/SEM initiatives to drive customer acquisition and revenue growth.
- Managed trade shows, industry events, dealer communications, and HubSpot CRM initiatives while partnering closely with Sales to support lead generation and business growth.