


SARA MARIANI

BRAND MARKETING, COMMUNICATIONS & ENGAGEMENT LEADER

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512.497.4965 

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SKILLS

Agency Management
Blogging & Content Marketing
Brand Marketing
Change Management
Copywriting & Editing
Employee Communications
Employee Engagement
Employee Advocacy
Executive Communications
HTML & Web Editing
Presentations
Project Management
Social Media Marketing
Software Product Marketing
Technical Writing
Video Webcast Production

EDUCATION

BACHELOR OF ARTS
International Relations &
French
University of California, Davis

PROFESSIONAL PROFILE

Skilled people and project manager with experience driving marketing, communications, and change programs for employees, partners, and customers. Excellent writer and editor, skilled at translating business and technical information into compelling, persuasive content. Proven leader and team builder with a passion for people, an ability to inspire and manage change, and a knack for getting things done.

EXPERIENCE

MANAGER, BRAND OPERATIONS & EXPERIENCE MARKETING COMMUNICATIONS

Hewlett Packard Enterprise / 2015 – Present

Plan, implement, and execute marketing and communications programs that drive awareness, consideration, and demand for the company's technology products and services and ensure a consistent experience of the HPE brand.

- Managed internal communications for the launch of the new Hewlett Packard Enterprise brand and "Accelerating Next" advertising campaign during the company's historic separation from HP Inc.
- Executed project planning and agency onboarding for Enterprise.next, the company's new thought leadership platform for IT professionals.
- Directed change management and training to transition HPE marketing agencies of record from Omnicom to Publicis Groupe.

MANAGER, OFFICE OF THE CIO

HP Software / 2013 – 2015

Directed executive communications, employee engagement, staff operations, and content marketing for the CIO of HP Software, including video, blog and social content to promote thought leadership and drive awareness about the company's software products for Enterprise Security, Big Data. Operations Management, and Application Delivery. Managed team to drive IT employee communications, engagement and change leading up to the separation of Hewlett Packard Enterprise and HP Inc.

- Effectively managed CIO customer briefings and communications to influence \$50M in revenue in 6 months.

EXECUTIVE COMMUNICATIONS MANAGER

HP / 2011 – 2013


Planned and produced executive, employee, and customer communications for the CIO, SVP, and VP-level executives of this Fortune 10 company, producing global webcasts, executive briefings, videos, emails, intranet and web content, case studies, and articles.

- Facilitated launch of an executive sponsorship program to pair IT executives with top customer accounts to strengthen relationships and drive revenue.

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SOFTWARE

Asana, Basecamp, Confluence,
Dynamic Signal,
EveryoneSocial, Excel,
Facebook, Google AdWords,
Hootsuite, Instagram, Jive,
LinkedIn, Lithium, PowerPoint,
Salesforce, SharePoint, Skype,
Slack, WordPress, Workday,
Zendesk, and more.

AFFILIATIONS

INTERNATIONAL
ASSOCIATION OF BUSINESS
COMMUNICATORS (IABC)
Member, Austin Chapter

ASSOCIATION OF NATIONAL
ADVERTISERS (ANA)
Member

EXPERIENCE continued

OWNER & COMMUNICATIONS CONSULTANT

Clear Aim Communications

Provided freelance writing and consulting to companies of all sizes, from 5-person software teams to Fortune 500 Corporations.

- Developed web content, search engine marketing (SEM) and pay-per-click (PPC) campaigns for one of Austin's premier real estate consultants, doubling revenue from website leads from \$5M to \$10M in one year.
- Researched, wrote, and produced employee training materials and website content to successfully launch a pharmaceutical company's new product line.

EMPLOYEE COMMUNICATIONS MANAGER

KB Home

Developed and implemented internal communication strategies and plans that informed, aligned and engaged employees to drive business results. Managed planning, messaging, creative development, and production for all internal and executive communications activities, including speechwriting for the company's CEO and COO.

Led the company's internal production agency, responsible for employee publications, recognition and benefits communications, and its learning and development portal.

- Partnered with IT and business leaders to design, build, test, launch, and promote the new KB University learning and development portal, ensuring adoption and increasing employee satisfaction.
- Streamlined internal agency request process to add reporting capabilities, increase transparency and efficiency, and reduce costs and production time.

MARKETING MANAGER

Parasoft

Created marketing content, including case studies, white papers, email campaigns, and website content to promote software development tools for Java, C, C++, and web applications. Developed communications to explain new technology concepts and drive awareness and demand for the company's software products.

- Collaborated with global engineering, product development, marketing, and sales teams to produce all content for the successful launch of Jtest 5.0.

WORLDWIDE CHANNEL PROGRAMS MANAGER; CHANNEL MANAGER

Cardiff Software

Directed channel partner recruiting, onboarding, training and marketing programs for business automation software vendor.

- Redesigned value-added reseller (VAR) program to simplify branding, training, marketing, communications, and support, increasing year-over-year software license revenue with fewer, high-quality channel partners.