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# BRITTNEY C. NORRIS

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## Executive Profile

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Innovative marketing professional with over 13 years of experience working within high-tech markets to conceptualize and integrate multichannel marketing campaigns that effectively accelerate lead generation while reinforcing brand image. Proven ability to execute successful company and product launches. Recognized for decisive leadership, the talent for unifying teams, and capacity to remain flexible to change.

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## Skill Highlights

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- B2B & B2C Marketing
  - Multichannel Marketing
  - ROI Tracking & Reporting
  - CRM Integration & Management
  - Sales Enablement
  - Business Development
  - Leadership & Communication
  - Market Research and Analysis
  - Product Positioning & Branding
  - CMS Integration & Management
  - Digital Marketing
  - SEO & Website Development
  - Content Marketing
  - Video Production
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## Professional Experience

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**Marketing Director** **08/2015 to 02/2017**  
**SynBioBeta** **San Francisco, CA**

Spearheaded the development of global marketing programs targeted to the synthetic biology industry which included; strategic planning, branding, budget management, execution, and ROI tracking. Refocused the marketing team to deliver campaign results on time that increased overall conference attendance.

- Instituted redesign of company website in less than 2 months, and implemented SEO strategy resulting in higher Google search ratings and a 40% increase in traffic.
- Grew company's marketing channels 52% by negotiating global partnerships with media outlets, government entities, and industry organizations resulting in a 30% increase in conference attendance.
- Developed website, e-digest and conference program advertising options and tracking process to revitalize sponsor and exhibitor interest and encourage upgrading packages by 28%.
- Created 15% increase in company revenue stream through the implementation of web-based paid membership program that also provided an additional marketing channel for conference promotions.

**Marketing and Creative Director** **01/2013 to 08/2015**  
**ChemImage Corporation** **Pittsburgh, PA**

Led the overall development and execution of marketing campaigns for all subsidiary, enhanced brand awareness, and drove revenue growth across the board. Motivated new product and analytical service launches to ensure on-target market messaging and product readiness. Drove interdepartmental communication to ensure timely execution of deliverables.

- Launched targeted analytical services campaigns to the pharmaceutical market that created a

substantial opportunity pipeline for the sales team with a 72% increase in leads and 38% increase opportunities.

- Accomplished highly successful product launch into correctional facilities market which resulted in the necessity to hire additional sales staff to accommodate new customer demand.
- Developed targeted lead nurture webinar campaigns with the scientific team to provide an open channel for customer learning that resulted in a 23% increase in new business.
- Launched go-to-market strategy for new subsidiary company ChemImage Sensor Systems which resulted in the first year revenue in the millions.

**Marketing Manager**

**01/2011 to 01/2013**

**ChemImage Corporation**

**Pittsburgh, PA**

Launched marketing campaigns to support overall company growth strategy and subsidiary company ChemImage Sensor Systems. Planned and conducted many marketing initiatives which included; trade shows, customer VIP events, focus groups, e-marketing, social media, websites, and multimedia projects to increase product demand and lead opportunities.

- Increased lead conversion efforts by developing targeted win/loss surveys that allowed company to identify gaps in the lead nurture process, resulting in a 28% increase in won opportunities.
- Effectively launched subsidiary website Lightsphere Diagnostics and implemented all tracking and full SalesforceCRM integration for lead capture.
- Implemented new Salesforce CRM strategy for Gateway Analytical to establish global sales territories.

**Graphics and Web Manager**

**01/2009 to 01/2011**

**ChemImage Corporation**

**Pittsburgh, PA**

Led the development of all branding, web design/development, multimedia, and email efforts in addition to managing the content and performance of all company websites. Developed branding and executed marketing campaigns for the launch of subsidiary company Gateway Analytical.

- Instrumental in the branding, website, Salesforce CRM integration, and marketing communications strategy for the subsidiary company launch including the development of materials for all marketing campaigns which lead to first year revenues in the millions.
- Spearheaded integration of ActOn marketing automation platform for all lines of business which allowed for seamless connection of all marketing campaigns and powerful lead interaction insight.
- Directed multimedia messaging including targeted Google AdWords campaigns which resulted in 58% increase in website revenue generation.

**Marketing Coordinator and Sr. Graphic Designer**

**02/2006 to 01/2009**

**ChemImage Corporation**

**Pittsburgh, PA**

Implemented multi-channel marketing campaigns for all lines of business which included; advertising, e-mail programs, collateral development, trade show exhibits, and website development. Worked directly with internal team of scientists to take technical content and develop it into marketing content.

- Established customer targeted content for application notes, product brochures, case studies, whitepapers and presentations to support sales and marketing goals.
- Managed website content and performance, increased web traffic by 58% by implementing search engine optimization techniques.
- Successfully supported the messaging, public relations and content development for 30 trade show exhibits yearly to support lead generation.

**Graphic Designer****10/2003 to 02/2006****ChemImage Corporation****Pittsburgh, PA**

Showcased company brand and messaging through carefully designed visual communication and content development. Worked directly with marketing and sales executives to ensure all designed for content and advertising aligned with the overall messaging objectives.

- Collaborated with marketing and sales departments to develop and implement the design and creative strategies for branding, advertising, email marketing, and company website.
- Project leader for the development of new corporate website design and strategy, which resulted in a 63% increase in web-to-lead conversions.
- Collaborated with scientist and engineers to develop scientific concept illustrations for marketing materials, customer reports and government proposals.

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**Education**

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**Pragmatic Marketing Certification****2014**

Pragmatic Marketing

Scottsdale, AZ, USA

Marketing &amp; Product Management Training

**Google Analytics Certification****2010**

LunaMetrics

Pittsburgh, PA, USA

**Bachelor of Science: Graphic Design****2003**

The Art Institute of Pittsburgh

Pittsburgh, PA, USA

Graphic Design (*cum laude*)

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**Technical Expertise**

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SalesForce CRM, ActOn Marketing Automation, Google Analytics, Google Adwords, Search Engine Optimization, Content Management, UI Design, Photoshop, Illustrator, Dreamweaver, InDesign, Camtasia, HTML, PHP, CSS, WordPress, Drupal, Twitter, LinkedIn, Facebook, Google , Microsoft Office Word/PowerPoint/Excel, Google Docs/Sheets/Slides.