

DAWN DE-LEVI

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INNOVATIVE, DIGITAL MARKETING LEADER, SR. DIRECTOR, DIRECTOR

~ Delivering innovation and growth to businesses on the move ~

Energetic, results-oriented, experienced Marketing Leader. Adds value to an organization by systematically analyzing, organizing and strategizing to lead and deliver innovative, customer-centric online marketing solutions that meet business objectives, improve customer experience and maximize profits. Skilled at working with B2B, SMB, and B2C customers in the hi-tech arena.

LEADERSHIP COMPETENCIES

Marketing Campaigns/Lead-gen Activities
Global Content Strategy
Online Optimization Programs
Executive & Sales Presentations

Product Messaging and Positioning
RFP Development & Process Management
Comprehensive Data Analysis & Forecasting
Contractor & Agency Management

Cross-Functional Collaboration
Talent Acquisition
Team Development & Mentoring
User Experience Design

PROFESSIONAL EXPERIENCE

UNIFY SQUARE (MICROSOFT PARTNER) – BELLEVUE, WA

2015 – PRESENT

Marketing Director

Drove Skype for Business cloud solution content strategy and execution for .com, collateral, blog, social, and sales materials. Partnered with sales and Microsoft to plan and execute customer events. Delivered tradeshow event assets.

- Managed end-to-end redesign of .com for mobile-friendly content and improved lead gen opportunities.
- Wrote all .com and collateral content (whitepapers, fact sheets, blogs) and improved SEO performance.
- Developed corporate and product messaging to support hybrid and Cloud solutions.

EBAY – SAN JOSE, CA

2013 – 2014

Head of Community (contract)

Owned the day-to-day content strategy and interaction of community.ebay.com, a Lithium hosted platform. Drove community redesign and functionality for over 200 forums, including UI, technical specs, messaging and content strategy. Established self as a community thought leader and managed communication of "Seller Release," eBay's semi-annual selling policy update. Planned and hosted weekly "live" chats and quarterly meetups with community members.

- Transitioned over 300 forums to less than 100 for improved usability and engagement.
- Solicited feedback and messaged community updates to over 1.5 Million unique monthly visitors.

FOUR NINES TECHNOLOGIES – EMERYVILLE, CA

2012

Marketing Consultant | Lawrence Berkeley National Laboratory

Devised online requirements for scientists to communicate and track funding requests from external sources.

- Delivered technical spec document and content plan for portal.
- Produced initial editorial content calendar for publishing updates and news.

DOLBY LABORATORIES – SAN FRANCISCO, CA

2011 – 2012

Senior Director | Internet Marketing

Drove improvements to .com, social and B2B lead intake by leveraging customer satisfaction scores, metrics (Google Analytics), and business requirements. Worked across product BUs, legal, IT, sales and PR to drive content evolution, SEO traffic, UI improvements, social presence, and lead processing. Drove integrated campaigns across various channels.

- Improved Salesforce lead processing more than 40% with online changes, backend updates.
- Grew social community engagement scores for Facebook, Twitter, and YouTube by more than 10% (Radian6 data).

AUTODESK – SAN FRANCISCO, CA**2007-2010****Director | Web Marketing**

Managed 13 web marketers and global BU stakeholders to drive .com, partner, and Lithium community online content and UI strategy. Led Autodesk's yearly "Global Launch" of new product releases and web re-design.

- Managed simultaneous global launch of 60+ products while driving global site content strategy for localization cost savings and improved UI.
- Optimized .com homepage via A/B testing and increased click thru rates over 65%.
- Leveraged customer satisfaction scores and Omniture Analytics to determine additional online improvements.
- Delivered roadmap for content strategy, online enhancements, and resource planning.
- Drove product campaigns and programs globally.

SYMANTEC – CUPERTINO, CA**2004 – 2007****Senior Director | Customer Experience**

Led global B2B website integration of Symantec.com and Veritas.com to achieve a single, globally branded line of products spanning 21 countries and 18 languages. Delivered and managed the .com, partner, community, and licensing content plans for global website integration, leading 10+ team members that included editorial, project managers, design, PR, and legal.

- Increased online sales from \$875M to \$1.6B within the first 12 months of deployment of the new website.
- Transitioned over 150 community user groups from Jive to Lithium.
- Co-presented with Lithium at Shared Insights 2007.
- Identified customer pain points and increased customer satisfaction by more than 20% (iPerceptions analysis) and decreased support calls related to licensing issues by 25% within two months.

SYMANTEC – CUPERTINO, CA**2001 – 2004****Senior Manager, Global Marketing Communications | B2B Web & Sales Content**

Collaborated with global stakeholders, including product management, sales, field marketing, and partners, to develop online messaging and content as well as a localization strategy for global content translation. Developed customer-facing ROI tool for sales engagements. Managed and executed integrated marketing campaigns across global channels.

- Produced 25+ interactive media product demos. Won Beacon Gold Award for "EMedia Multimedia Production."
- Established Global Webcast Program and drove increased attendance over 80%.
- Developed, launched, and managed Symantec's Executive Security Center, an online portal for security executives to interact. Named "Best E-Zine Website" by the Marketing Association.

EDUCATIONColorado State University – **M.A., Communication Research & Development**DePaul University – **B.A., English Literature**