

LIAH LUTHER

LIAHLUTHER.COM · FERNDALE, MI · LIAHLU313@GMAIL.COM · 203.559.4328

EXPERIENCE

Xenial, Inc.
Troy, MI
Oct 2018 - Present

Account-Based Marketing Manager

- In partnership with account managers, develop an understanding of our clients' strategic priorities, initiatives underway, and how marketing can help
- Partner with account managers to understand progress against annual and quarterly revenue targets and design tactics to close identified gaps
- Develop high-touch marketing programs focused at the account-level using marketing automation platform Salesforce Pardot

Nextep Systems
- now a part of
Xenial, Inc.
Troy, MI
Jul 2016 – Oct
2018

Marketing Manager / Sep 2017 – October 2018

- Led rebranding effort: developed new guidelines for visual design, voice + tone, communicated the vision to key stakeholders + company, at large
- Launched new corporate website: defined new user experience, market positioning + wrote all new messaging
- Boosted inbound leads by 50% YOY with no budget increase

Content Marketing Specialist / Jul 2016 – Sept 2017

- Defined content strategy and executed it across website, blog, social channels, and email marketing
- Directed, produced and promoted B2B customer testimonial videos, earning more than a thousand social shares
- Restructured and rewrote paid search campaigns, effecting a 70% decrease in cost per lead

IZI Mobile
Birmingham, MI
Jan 2016 – June
2016

Growth Marketing Manager

- Worked closely with leadership team on design, development, and execution of product launch strategy for Tagly, IZI Mobile's fashion & lifestyle app
- Led B2B marketing effort. Designed and managed inbound marketing strategy. Pitched target clients on strategic business partnerships. Designed and executed content marketing campaigns to nurture prospects
- Created and executed paid social media advertising campaigns to drive brand awareness and app downloads, including managing influencer marketing campaigns

Vanguard
World
Whitmore Lake, MI
July 2014 – Dec
2015

Digital Marketing Specialist, Global Marketing Team

- Created and deployed content strategies and negotiated strategic partnerships that grew social following from 25,000 to 190,000. Managed global social communities and blogs
- Grew the brand ambassador program from 10 to 37 professional photographers
- Negotiated and managed social media campaigns with brand ambassadors that yielded 2.9M impressions, 200K+ engagements, and 200+ product photos in support of a new product launch

Avendra
Rockville, MD
Aug 2012 - July
2014

Marketing Analyst / Feb 2014 – July 2014

- Helped launch new online portal aimed at hospitality company clients. Analyzed and scrubbed database of 30,000 contacts and developed and implemented an automated email marketing strategy to reach and convert them into portal users
- In nine months, increased LinkedIn following by 40% and Twitter following by 37%

Coordinator, Marketing & Communications / Aug 2013 – Feb 2014

- Managed a series of customer pilots to incorporate their feedback into new customer portal development cycles. Helped to streamline business processes
- Wrote, edited, proofread, and published content for the website

Coordinator, Supply Chain / Sept 2012 – Aug 2013

- Managed a contracting category from the RFP through to contract execution. Completed cost analysis before awarding and negotiating the contract. The resulting contract yielded an increase of 400% in the category's annual spend

EDUCATION

Boston College
Chestnut Hill, MA
2008-2012

Bachelor of Arts, English and Philosophy

- Graduated magna cum laude, Dean's List (all semesters), Phi Beta Kappa
- Selected for and graduated from Arts & Sciences Honors Program
- Was one of only 10 students to earn honors grade for English Senior Thesis
- Overall GPA: 3.861/4.0