

Dawn DeVirgilio

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PROFESSIONAL EXPERIENCE

Global Vice President, Customer Marketing

Salesforce • Indianapolis, IN

February 2022 - Present

- Lead a center of excellence organization of 75+ Global Customer Marketers across 18 Products, 8 Core Industries and 20+ Countries.
- Partnered annually with over +850 brands including Williams Sonoma, Spotify, AAA, General Mills, Formula 1, Gucci delivering over 2,000 co-marketing activities.
- Developed and scaled programs to turn customers into advocates, including Advocacy, Customer Creative, Digital Storytelling, and Customer References, leading to increased customer engagement and business growth.
- Delivered authentic storytelling with our Customer Reference program, achieving measurable results: 3K+ Opportunities, \$2.1B in open pipe, \$880M closed ACV in the last fiscal year.
- Built and fostered collaborative relationships with stakeholders across Executive Leadership, Comms, Sales, Enablement, Distribution, Analyst & Investor Relations, Product and Marketing to understand priorities and deliver customer stories that support business objectives.
- Acted as a key thought partner for cross-functional teams, contributing to the development of go-to-market strategies that drive customer storytelling.
- Inspired and mentored a growing team of customer marketing professionals, focusing on building rapport, career development, and long-term success.

Senior Director, Customer Marketing

Salesforce • Indianapolis, IN

August 2020 - February 2022

- Established a Storytelling Center of Excellence to drive company-wide best practices supporting industry and product priorities for Product and Distribution.
- Reimagined the customer story strategy, aligning product use cases with the most impactful customer stories while creating cohesive customer experiences.
- Executed a strategic, multi-channel approach to storytelling, celebrating customer success stories across integrated campaigns, with assets like case studies, customer films, speaking engagements, digital, social and signage.
- Expanded leadership of Customer Marketing encompassing the entire Salesforce product portfolio and industry coverage, setting strategy, and guiding teams to achieve aligned business objectives.
- Supported the seamless integration of joint storytelling from acquisitions such as MuleSoft, Tableau and Slack.

Director, Customer Marketing

Salesforce • Indianapolis, IN

April 2017 - August 2020

- Led Customer Marketing for Service Cloud, Marketing Cloud, and Platform, creating customer stories aligned with Salesforce product narratives supporting strategic marketing and sales enablement efforts.
- Develop strategic customer success engagements across the Salesforce portfolio, highlighting customer Trailblazers and their innovative use of Salesforce technology.

SUMMARY

Creative, energetic and collaborative marketing executive who enjoys working in a fast-paced environment and is passionate about storytelling.

EDUCATION

Indiana University

Bachelor of Arts Telecommunications

Minor in Business (Emphasis in Marketing)

Bloomington, Indiana. May 2004.

AREAS OF EXPERTISE

Customer Marketing

Digital Marketing

B2B Marketing

Product Marketing

Customer Journeys

Marketing Strategy

Salesforce Ranger

Email, Mobile, and Social Marketing

Social Media

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Senior Manager, Digital Communications

August 2014 - April 2017

Salesforce Marketing Cloud • Indianapolis, IN

- Led a team of digital marketers creating cross-channel journeys leveraging the Salesforce Marketing Cloud to engage customers, prospects, partners, employees, and influencers.
- Designed and executed event journeys (email, mobile, social, web) for major events like SXSW, Cannes, and Dreamforce, showcasing the value of Marketing Cloud and Salesforce platforms.
- Implemented scalable digital marketing solutions driving growth across email, Imobile, and social channels, including the launch of a global preference center that simplifies subscriber data management, and provides a best-in-class preference management experience.

Global Social Media Manager

December 2012 - August 2014

ExactTarget • Indianapolis, IN

- Developed and executed a global social media strategy, serving as the public face of ExactTarget's social media and empowering global teams to leverage social platforms effectively.

Analyst Relations and Social Media Manager

March 2012 - December 2012

ExactTarget • Indianapolis, IN

- Led analyst relationships with Forrester, Gartner, Altimeter Group, and industry research firms. Grew ExactTarget's tier 1 social audience by 88% YOY, expanding onto new platforms like Google+, Pinterest, and Instagram.

Product Marketing Manager — Social

March 2010 - March 2012

ExactTarget • Indianapolis, IN

- Evangelized ExactTarget's social product and services. Original member of the Social Media Lab in San Francisco developing market strategies, product messaging & positioning and go-to-market proposals.

Interactive Marketing Specialist

June 2008 - March 2010

ExactTarget • Indianapolis, IN

- Managed web-based marketing efforts, including microsites, landing pages, pay per click (PPC) campaigns, search engine optimization (SEO), and social media.

Sales and Marketing Assistant

July 2005 - June 2008

GlasCraft, Inc. • Indianapolis, IN

- Salesforce.com administrator for GlasCraft's CRM system. Overhauled the process of leads to opportunities for sales optimization. Integrated ExactTarget and led the email program, creatively designing and sending new email campaigns.
- Coordinated a Distributor Conference, a three-day meeting of 125 of GlasCraft's Distributors from all over the world.

Internet Marketing Associate

September 2004 - May 2005

e-Practical Solutions • Indianapolis, IN

- Project-managed digital campaigns, including email marketing and intern management, for various agency clients.

SOFTWARE

Salesforce Platform

Microsoft Office

Google Suite

Adobe Suite (Photoshop, Dreamweaver, Acrobat)

STRATEGIC EVENTS

SXSW

Cannes Lions

Dreamforce

Salesforce World Tours

Connections

Adobe Summit

Forrester Summit

Gartner Digital Marketing Conference

Internet Retailer

Ad:tech

Social Fresh

Social Media Marketing World

Social Media Week

Murmuration Social Media Conference