

Dawn DeVirgilio

www.dawndevirgilio.com | ddevirgilio@gmail.com | 260-402-5540

PROFESSIONAL EXPERIENCE

Head of Global Customer Marketing

2025 - Present

ServiceNow • Indianapolis, IN

- Rebuilt a global Customer Marketing organization across AMS, EMEA, APAC and Japan, establishing a unified operating model, strategy and culture
- Serves as a strategic advisor to executive leadership, partnering with brands including AstraZeneca, Stellantis, Adobe, FedEx and CVS Health to elevate customer storytelling across launches, campaigns and executive events.
- Designed and scaled enterprise Customer Marketing programs spanning customer qualification, creative, digital storytelling and executive references.
- Transformed the Customer Reference program into a revenue driver, supporting 700+ opportunities and influencing \$373M in net new ACV annually.
- Built trusted partnerships across Executive Leadership, Product, Marketing, Communications, GTM and Analyst Relations to align customer storytelling with business priorities.

Global Vice President, Customer Marketing

February 2022 - October 2024

Salesforce • Indianapolis, IN

- Led 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.

Senior Director, Customer Marketing

August 2020 - February 2022

Salesforce • Indianapolis, IN

- 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.

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

Email, Mobile, and Social Marketing

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Director, Customer Marketing

April 2017 - August 2020

Salesforce • Indianapolis, IN

- 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.
- Managed the Customer Advisory Board for Salesforce Platform including bi-annual global meetings with top strategic Customers and Executives.

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, mobile, and social channels, including the launch of a global preference center that simplified subscriber data management, and provided 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

Internet Marketing Associate

September 2004 - May 2005

e-Practical Solutions • Indianapolis, IN

Internet Marketing Associate

September 2004 - May 2005

e-Practical Solutions • Indianapolis, IN

SOFTWARE

Microsoft Office
Google Suite
Salesforce Platform
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