

JULIE GINN

CONTACT



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SKILLS

- Data Driven Analytical Thinking
- Collaborating & Consensus Building
- Team Leadership & Coaching
- Demand Generation & ABM
- Campaign Strategy & Execution
- Martech, Automation, CRM
- Listening & Negotiation
- Budget Management
- AI Process Integration
- Corporate Branding

WEBSITE

- www.AwesomeJulieGinn.com

PROFESSIONAL SUMMARY

Executive marketing leader with deep expertise in digital marketing, AI-driven demand generation, and go-to-market strategy that accelerates growth and revenue performance. Skilled at uniting product positioning, creative innovation, and data analytics to deliver measurable business impact. Equally effective shaping Board-level strategy and leading hands-on execution to drive results across global teams.

EXPERIENCE

December 2024 - Present

Vice President of Global Growth Marketing

NetDocuments, Lehi, UT

Leading SaaS company providing cloud-based, AI-powered legal document and email management solutions.

- Led global demand generation teams, fostering a culture of empathy, collaboration, and performance to drive scalable and efficient pipeline growth and customer acquisition. Created strategy and budget to align with program spend to pipeline ratio of \$1:\$15.
- Exceeded end-to-end pipeline targets of \$40m/quarter and partnered with sales leadership to define growth strategies, optimize channel mix, and improve conversion through data-driven insights and analytics.
- Directed multi-channel digital demand programs—including SEM, paid social, webinars, SEO, and integrated campaigns—to accelerate lead generation and market expansion.
- Built and executed regional and field marketing strategies in partnership with sales to deliver targeted, high-impact campaigns and regional revenue growth.
- Oversaw global events and sponsorships to strengthen brand awareness, deepen customer loyalty, and generate qualified pipeline.
- Developed and operationalized an account-based marketing (ABM) and outbound framework aligned with sales priorities, driving measurable increases in SQLs and revenue contribution.

October 2023 - December 2024

Vice President Global Revenue Marketing

Aprimo, Chicago, IL

Market-leading solution in digital asset management for marketing organizations worldwide.

- Generated \$5M/quarter in pipeline while decreasing spend by >\$1M

- Integrated AI into demand generation and business development processes
- Directed strategic planning efforts that enabled the organization to achieve its short-term goals while positioning itself for long-term success.
- Revamped existing processes to streamline operations while increasing efficiency.
- Analyzed key business metrics and provided actionable recommendations for improvement.
- Established effective processes for monitoring operations performance against budget expectations.

September 2021 - October 2023

Vice President of Marketing

Lob, San Francisco, CA

Y-Combinator-backed \$100M+ Series C start up specializing in direct mail automation.

Managed entire marketing org, resulting in 4x annual revenue in two years.

- Developed measurable demand creation programs that resulted in \$6M of pipeline development per quarter
- Created strategy and budget to align with program spend to pipeline ratio of \$1:\$12
- Built high performing team to execute demand creation programs that leverage both inbound and outbound tactics, including digital, SEO/M, event, direct mail and content marketing
- Increased MQL to SAL conversion from 6% to 18%
- Developed first product lead growth motion for MQLs less than \$10M in annual revenue to run along Sales-led motion
- Developed high touch account-based marketing strategies and campaigns to support new business goals
- Created reports to optimize performance, including conversion metrics and channel performance
- Managed end-to-end lead management process in conjunction with revenue operations, including lead capture and service-level agreements
- Selected targets, determining the tactical mix, design test and measure offers and calls to action, and setting individual program goals and measurement criteria.
- Led strategic planning process to define brand positioning, identify target markets and develop go-to-market strategies.

September 2012 - September 2021

Vice President of Demand Generation

NAVEX Global , Portland, OR

Industry-leading \$200M compliance software company owned by Vista Equity Partners and BC Partners. Managed 40 people and \$9M budget. Vista Best Practice awards winner; frequently invited speaker on innovative, impactful processes and results at Vista events.

- Developed a high performing customer acquisition organization made up of campaign management, digital marketing, marketing operations and inside sales
- Lead strategic development of multi-channel acquisition campaigns including search, display, email, social, direct mail, events, ABM, webinars, events and content syndication
- Increased marketing originated bookings (MOBs) from low 20% to almost 50%
- Conceived and launched the professional network called ComplianceNext, a new lead generation platform targeting early career compliance professionals with short video content. Membership approached 10k, far ahead of plan
- Forecasted, measured, analyzed and reported on the impact of demand creation activities on sales pipeline and bookings
- Continuously evaluated the performance and ROI of campaigns, adjusting demand tactics and strategy accordingly
- Managed global SDR team to ensure optimal lead management and campaign effectiveness
- Partnered with Product Marketing to define go-to-market strategies, buyer personas, value proposition, messaging and content needs
- Collaborated with Product and Sales to ensure message optimization and cross-functional alignment
- Implemented testing methodologies to enhance the demand creation process, including response and conversion rates and multivariate testing
- Partnered with business stakeholders to ensure website's content and functionality align with business priorities and drive organic growth.
- Supported M&A

September 2009 - September 2012

Head of Marketing

Axiom, Portland, OR

Privately-held accounting and project management SaaS company. Reported to CEO and managed successful transition to Deltek.

- Created GTM vision and ensure flawless and timely execution of marketing plans in support of product roadmap
- Spearheaded a complete rebranding strategy of company brand
- Managed in-house creative team to develop breakthrough advertising campaigns and marketing materials
- Selected outside vendors to contribute to demand creation programs including direct marketing agencies, search engine optimization (SEO) experts, display and retargeting advertising, designers, copywriters, email providers and list brokers
- Developed lead-scoring models for lead routing and lead nurturing
- Launched VOC program to leverage buyer dialogue input to improve content for campaigns
- Managed annual user conference, including demand generation, messaging and event logistics