

# CARRIE GALLAGHER

INTEGRATED MARKETING COMMUNICATIONS SPECIALIST

Location : Brooklyn, NY

Website : [www.carriegallagher.com](http://www.carriegallagher.com)



## SUMMARY

Inbound marketing leader with two decades of experience in owned and earned media: lead generating content, web and graphic design, SEO, email nurture campaigns, project management, training, go-to-market communication strategies, video, print media, PR, webinars, social media, events, and how HubSpot marketing automation ties it all together.



## CERTIFICATIONS

- » HubSpot Solutions Partner
- » HubSpot Marketing Software
- » Marketing Hub Implementation
- » HubSpot Sales Software
- » Sales Hub Implementation



## LEADERSHIP

Chosen by HubSpot in 2014 to launch and lead the Brooklyn HubSpot User



Group. Hosted quarterly meet-ups to cover a variety of sales and marketing topics relevant to the local business community.

## ACCOLADES

“Credibly is lucky to have Carrie. She joined as Director of Content, and has expanded her role to include all of our communication efforts and a best-in-class marketing campaign program.

She has exceeded expectations on all fronts and has handled each increased responsibility with energy and enthusiasm. Carrie is a leader, providing mentorship and coaching to her team as they transform into integrated marketers and expand their skill sets.

Carrie has always shown incredible initiative to learn more, do more, and strive harder for success.”

## EXPERIENCE

**OWNER, HUBSPOT MARKETING CONSULTANT | December 2016 - Present**  
**LOVABLE MARKETING, LLC | Brooklyn, NY**

- » Certified HubSpot Agency Partner, providing sales, onboarding, end-to-end integrations, campaign management, and training services

**DIRECTOR, INTEGRATED MARKETING | June 2016 - December 2016**  
**DIRECTOR, CONTENT & COMMUNICATIONS | September 2015 - June 2016**  
**DIRECTOR, CONTENT MARKETING | May 2015 - September 2015**  
**CREDIBLY | New York, NY**

- » Controlled \$650k content and communications budget for fast-paced fintech startup
- » Marketed via three distinct sales channels: Direct to customer (inside sales), strategic partnerships, and third-party loan brokers
- » Hired and led a whip-smart team responsible for all integrated marketing efforts: Content, design, social media, events, web development, and campaign operations
- » PR/brand communications: Agency vetting/negotiations, speaker pitches, award applications, media outreach, press release writing, and SOV monitoring
- » Editor-in-Chief, responsible for content strategy and editorial planning
- » Built the [InCredibly blog](#) (named one of the [Best Financial Blogs of 2016](#) by FitSmallBusiness), and recruited a panel of small business content contributors
- » Conceptualized and created the Credibly Business Journal, a quarterly lead-gen publication featuring thought leaders and issues important to small business owners
- » Partnered with complementary brands, influencers and strategic alliances on content campaigns (e.g., Experian, Medallion Retail, BodeTree, SBAM) to increase brand awareness and lead volume amongst target personas
- » Conceptual design/execution/promotion of all [video content](#): Customer testimonials, talent recruitment, executive “fireside chats,” product explainers, company promos
- » Administered all marketing automation (HubSpot): Lead conversion paths, email nurture campaigns, list management, workflows, attribution reporting, etc.
- » Developed/ran weekly re-engagement campaigns to increase customer retention
- » Improved CX through physical welcome packages (fulfillment marketing), surveys, and referral programs. Doubled Net Promoter Score in seven months.
- » Oversaw FDIC regulatory compliance of all marketing assets

**HEAD OF MARKETING | October 1998 - January 2015**  
**AEGIS SOFTWARE (aka “AEGISTECH”) | New York, NY**

- » One-person marketing department leading all content, communications, web development, design, and events for IT Staffing/Trading Technology firm
- » Executed content strategy which resulted in the company climbing from page 13 to #1 in Google’s search engine results in 6 months, and converted enough inbound leads to pay my salary for the year