

Carrie A. Martinelli, MBA

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Strategic Marketing Executive

Go-to-Market Strategy & Execution | Demand Generation | Digital Marketing & Automation

Accomplished and charismatic marketing executive with 15+ years of experience driving brand strategy, market positioning, and revenue growth in B2B2C, IoT and industrial manufacturing sectors, with a proven track record of developing data-driven go-to-market strategies, strengthening competitive advantage, and building and leading cross-functional teams to deliver measurable business results.

Core Competencies

Go-to-Market Strategy and Execution • Demand Generation and Pipeline Growth • Cross-Functional Team Leadership
Brand Development and Market Positioning • KPI Measurement and Reporting • Digital Marketing/ABM & Marketing Automation
Customer Experience & Engagement • Content Marketing • Event Planning & Execution • Budget Planning and Optimization

Professional Experience

Cree Lighting | Raleigh, NC

Senior Director, Marketing & Customer Experience | September 2023 - Present

- Expanded executive level role to own end-to-end pre- and post-sale customer experience across Customer Service, Applications Engineering, Warranty, and Field Support, ensuring consistent, high-quality service delivery aligned with brand and revenue objectives.
- Lead and develop 25-member cross-functional service and support team, establishing clear roles, performance standards, and escalation paths to improve responsiveness, resolution quality, and customer satisfaction.
- Implement CX measurement frameworks including NPS, CSAT, first-contact resolution, turnaround time, and warranty cost metrics, supported by executive dashboards and regular reporting.
- Standardize service workflows, knowledge management, and technical documentation to improve consistency across customer service, applications engineering, and field teams.
- Oversee warranty strategy and execution, balancing customer satisfaction with cost control, policy compliance, and continuous quality improvement.
- Drive cross-functional alignment with sales and marketing to support pre-sale technical consultation, post-sale adoption, and long-term customer retention.

Senior Director, Marketing & E-commerce | September 2021 - September 2023

- Executed omnichannel marketing strategy in support of \$350M annual revenue, managing a \$7M annual budget, leading a 13-member cross-functional team, and overseeing all web, creative, and digital media agencies.
- Expanded role to own end-to-end customer experience and revenue operations for E-conolight.com, a \$50M e-commerce and direct-to-consumer catalog business, including digital merchandising, promotional pricing strategies, and customer acquisition and retention across PPC, SEO, social, email, and direct mail.
- Implemented test-and-learn frameworks and leveraged primary and secondary data to optimize channel mix, improve ROI, and identify new growth opportunities while embedding e-commerce best practices.
- Exceeded e-commerce sales targets by 21% in the first quarter; delivered a 15% YoY lift in Black Friday–Cyber Monday revenue (\$1.4M) and ranked top three for all-time daily sales.
- Oversaw PPC program including directed campaign goals, user segmentation, and weekly ad optimizations, delivering an average \$1.5M per month in revenue and return on ad spend (ROAS) up to \$42.
- Overhauled weekly promo pricing strategy, email automation, and personalization programs to deliver 30% increase in YoY email-attributed revenue.
- Led corporate website and sales portal redesign and platform migration, achieving a 50% YoY increase in engagement and \$250K in annual OPEX savings.

Director, Marketing | May 2019 – September 2021

- Led integrated marketing communications across commercial and consumer owned, earned, and paid channels, ensuring consistent messaging aligned with brand and business objectives.
- Defined digital marketing KPIs and built executive dashboards to track pipeline health, engagement, and performance by channel, campaign, and buyer stage.
- Established a data-driven, customer-centric marketing model through voice-of-customer programs, ideal customer profiles, and buyer journey mapping.
- Drove an Account-Based Marketing transformation by implementing a new ABM platform and partners, aligning sales, customer experience, and marketing teams around shared revenue and engagement goals.
- Expanded scope to lead corporate communications, managing quarterly town halls (up to 200 attendees), internal newsletters, recruitment campaigns, SharePoint intranet, and facility branding and digital signage.
- Successfully pivoted to virtual programming during the pandemic, launching an at-home eLearning webinar and podcast series that attracted up to 450 live participants per session across 50 weeks.
- Partnered with executive leadership on post-acquisition brand strategy and relaunch, creating a unified mission, brand standards, and corporate messaging framework.
- Introduced Agile principles and a two-week sprint model, nearly doubling team output while operating with fewer resources.

Cree, Inc. (now Wolfspeed) | Raleigh, NC

Director, Marketing & Events | September 2014 – May 2019

- Directed all product marketing and demand generation for \$750M LED lighting division, setting strategy and quarterly objectives for inbound and outbound initiatives focused on new strategic growth verticals that drove YoY 3X increase in marketing attributed sales pipeline.
- Delivered 40+ annual product launches and 3-5 vertical specific campaigns while finishing 5-10% under budget through disciplined planning and negotiation.
- Expanded role to oversee \$2.5M events budget supporting 45+ annual tradeshows ranging from table-top product displays to 50-by-80 feet exhibit booth.
- Executed innovative and highly interactive 4,000-sqft. tradeshow presence that attracted 2.4K booth visitors, resulting in a YoY 130% increase of A/B qualified leads and YoY +175% post-event media mentions. The exhibit also earned a Design Award finalist spot and article feature in Exhibitor Magazine.
- Managed multi-year six-figure corporate NFL sponsorship program including annual budget allocation, planning and execution of multiple fan activations including game day events, retail channel promotions, and advertising campaigns.
- Implemented successful social influencer program with seven high-profile DIYers in support of major consumer bulb launch, achieving 7M impressions, +25K engagements, and \$720K in earned media value at a fraction of the cost.
- Played a key role on the divestiture team who prepared the lighting business for a successful sale, oversaw transition of all brand assets, created new website and social media properties, and orchestrated media relations during transition.

Senior Manager, Marketing Communications | September 2012 - September 2014

- Developed and executed integrated product and demand-generation strategies that grew LED Lighting division revenue from under \$100M to over \$950M in its first four years, establishing it as the company's primary revenue driver.
- Directed all marketing communications for the division, managing a \$5M annual budget and leading a 10-member team across product launches, sales enablement, advertising, public relations, and retail merchandising.
- Established the division's first new product introduction and vertical go-to-market frameworks, improving operational efficiency, accountability, and cross-functional collaboration.
- Led the selection, implementation, and adoption of core digital platforms, including a sales enablement portal supporting 1,200 active users, marketing automation, digital asset management, and product information systems.
- Led post-acquisition integration of marketing communications following the Ruud Lighting acquisition, unifying geographically dispersed teams, processes, templates, campaigns, and business unit websites under a single brand.
- Spearheaded the launch and promotion of a 3,000-square-foot executive briefing and training center, hosting more than 100 customer visits annually for multi-day education and engagement programs.

Product Marketing Manager | September 2010 - September 2012

- Recruited as a founding marketing team member to drive rapid growth during the start-up phase of the newly created LED Lighting division.
- Partnered with product management to create and implement comprehensive go-to-market plans for 30+ new product introductions per year, including digital marketing and PR strategies, point-of-sale promotion, sales enablement, and training.
- Supported product launches with the creation of product positioning, datasheets, web content, sales and training presentations, videos and photography, packaging, and launch kits for internal sales team, manufacturer's reps, and distribution channels.
- Managed product data integrity to ensure that all internal systems contained accurate part numbers, product descriptions, attributes, and spec information across 20+ product categories.

Technical Skills

- **Marketing Automation:** CRM/Marketing Automation (Hubspot, Salesforce Marketing Cloud/Pardot, Dot Digital), Personalization (Fresh Relevance), Ratings & Reviews (BazaarVoice), SMS (SlickText, Dot Digital), AI Chatbots (Pipedrive, Drift)
- **Sales Ops & Enablement:** SFDC, Sales Intelligence (ZoomInfo, LinkedIn Navigator), SAP/Callidus Partner Portal
- **Data Analytics:** PowerBI, Google Analytics 4, Voice of Customer (Qualtrics, SurveyMonkey)
- **Advertising & ABM:** PPC (Google Ads, Microsoft Bing Ads), Account Based Marketing (DemandBase, Terminus, Bombora, RollWorks), Programmatic Display/Retargeting (AdRoll, GDN), Landing Pages (Instapage, Unbounce), Google Tag Manager
- **AI:** ChatGPT, CoPilot
- **Creative:** Adobe Cloud (InDesign, Photoshop, Illustrator, Premier), CanvaPro
- **Web & SEO:** CMS and E-commerce Platforms (Magento, WordPress, Wix), Google Search Console, Attribution Models, Digital Asset Management (Acquia), Product Information Management (IDEA, Trimble), Zapier
- **Social Media:** LinkedIn, YouTube, Vimeo, Meta Business Suite (Facebook/Instagram), X, TikTok, Automated Publishing (Hootsuite, Sprout, Bitly),
- **Events:** Podcasts, Webinars, Virtual Tradeshows, On24, WebEx Events, Teams, Spotify, Ungerboeck
- **Productivity/Project Management:** Office 365, Click Up, Breeze, Jira, Basecamp, Monday

Education

Master of Business Administration, Marketing & Product Management (MBA)

NC State University | 2008-2010 | Magna Cum Laude

Bachelor of Arts, Mass Media Communications

NC State University | 2000-2004 | Minor: Art & Design