

# Omar Albertelli

Greater Chicago Area  
(847) 691-6688  
omar.albertelli@yahoo.com  
www.linkedin.com/in/OmarAlbertelli



## Who I Am ... Experienced Marketing Executive

Strategic and innovative transformational leader with broad marketing and sales experience in software, service and manufacturing organizations, ranging from start-up to Fortune 100 environments. Expertise in strategic planning, brand development and messaging, product launch and market expansion, demand generation, digital / social marketing and advertising, public relations, campaign and operational analytics, sales enablement, account management, and business development. Adept at driving results and consensus within highly matrixed environments; while building and mentoring "purpose" motivated teams that outperform targets and expectations.

## What I Do ... Transform Marketing Teams

- Target content to be aligned with key segments
- Optimize the marketing mix to align with customer's life cycle
- Analyze performance to improve ROI and pipeline growth
- Focus key messages on "why," not simply "how and what"

## How I Add Value ... Improve Profitability & Brand Equity

- Implement demand generation best practices to grow the pipeline (SiriusDecisions and Account-Based Marketing)
- Optimize product messaging to increase sales enablement tools (value propositions and competitive positioning)
- Analyze marketing results to optimize and improve lead quality (operations, conversion rate, and cost of acquisition) and ROI
- Lead and transform with strategic & practitioner experience (managing and mentoring millennials)

## Where I Demonstrated Results ...

Aprimo	2012 - 2017
SAVO	2011 - 2012
Motorola Solutions	2009 - 2011
Motorola Mobility	1997 - 2009

## Education ...

M.B.A., Marketing and Finance, NATIONAL UNIVERSITY  
B.A., Psychology, UNIVERSITY OF CALGARY

## Brand Statement

A well-established track record of helping companies increase the number and quality of pre-conditioned opportunities

## Expertise

Multi-Channel / Technical  
Design-Focused  
Lifecycle Marketing  
Data-Drive Insights

## Leadership

Visionary / Empowering  
Communicator / Facilitator

## Business

Revenue Focused  
Growth Marketer  
Customer Champion  
Cross-Functional Liaison  
Cultural Amplifier

## Personality

Curious / Accountable  
Detail-Driven / Humble  
Adventurous

## Practitioner

Event	Demand Gen
PR / Ops	Digital Ads
Product	Social
Training	SEO / SEM
Marcom	Media
Strategy	Email
Brand	Alliance
Messaging	Website
Speaking	E-Commerce
Analytics	Segmentation