

# BROOKE ROBERTS

## MARKETING PRO & BUSINESS DEVELOPMENT EXPERT

### EDUCATION

#### University of Saint Thomas

B.A. - Double Major

- Communications & Journalism
- French
- Minor: Justice & Peace Studies

GRADUATED DEC. 2012

### SKILLS & PERSONAL INTERESTS

- Expertise in HubSpot and **Automated Marketing**.
- Passionate about **languages**, formally studied French, self-taught some Portuguese.
- Love **editing and writing**, whether it's for work or pleasure.
- **B2B & Digital Marketing** expert, continuously learning.
- Stays up-to-date on **FinTech** and new technology.
- World traveler; always on the go and **meeting new people!**
- Avid public library goer, loves cooking, and strong supporter of the **Oxford Comma**.
- I will always have funny stories about **my cat, Karen**.
- Interested in planning **team activities**? Count me in! I'll even **organize it**.

### REFERENCES

Available upon request

### DIRECTOR OF GLOBAL MARKETING & STRATEGIC PARTNERSHIPS

ProfitSee, Inc. | Chanhassen, MN

March 2013-March 2020

- Manage global marketing and sales teams, provide coaching and support to global teams, develop tactical strategies to reach goals and objectives.
- Establish, maintain, and grow strategic partnerships and relationships.
- Create business cases and project scopes for new business and ongoing relationships. Create co-marketing campaigns and provide resources for partners.
- Manage projects across technical aspects, client needs, and market opportunities.
- Successfully executed and managed 20+ tradeshows and conferences in the US, UK, France, Australia, New Zealand, and Brazil. Promote and deliver live and virtual educational sessions.
- Create content, both long and short form, that includes presentations, webinars, graphics, videos, articles, email marketing, social media, podcasts, printed collateral, and more.
- Publish research articles and thought-leader pieces. Recently, *From Survival to Growth: the changing landscape of startup advisory*, XU Magazine, Feb 2020.
- Manage social media channels with an organic presence including LinkedIn, Instagram, Facebook, and Twitter.
- Develop and sustain a global brand image, while maintaining the ongoing and long-term marketing needs.
- Began career at ProfitSee as an intern, which provided a unique opportunity to understand all aspects of a global business.

### MARKETING COORDINATOR

Sept 2012-June 2013

French American Chamber of Commerce MN | Minneapolis, MN

- Focus mainly on Social Media Strategy and Event Coordination. Grew the Twitter account by over 1000% in my first month.
- Create and maintain engagement and interest between public and FACCMN social media.
- Plan events & networking opportunities for existing members and to increase membership. Events included: "Rendez-Vous du Jeudi" each month and "Fête du Vin 2012".

### HOST

April 2012-April 2016

Nye's Polonaise | Minneapolis, MN

- Think outside of the box to solve problems while maintaining friendly customer service standards.
- Answer phones, take reservations. Maintain seating rotation and ensure timely service for customers.
- Relay customer questions, complaints, suggestions, and praise to appropriate manager or staff member.

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