

NATALIE SENFT

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PROFESSIONAL EXPERIENCE

[Portfolio](#) | [LinkedIn](#)

IQPC Exchange (IELA)

August 2024 - Present

Senior Marketing Manager

December 2024 - Present

Own end-to-end go-to-market strategy and product positioning for 3–5 digital launches per month (webinars, research publications), and c-suite events, overseeing lifecycle campaigns for 190K+ subscribers, partnering across sales, content, operations, and executive leadership.

Website Relaunch

- **Led full-scale website relaunch**, overseeing content migration, user experience improvements, and new brand strategy
- **Implemented BANT-qualified lead capture forms** to gain buyer intent insights, achieving a 60% form submission rate and informing future product and event programming strategy
- **Developed sponsor dashboard and resource hub**, enhancing partner visibility and increasing engagement across digital campaigns

Demand Generation Marketing Manager

August 2024 - December 2024

- Tailored marketing collateral and Eloqua email campaigns for sponsors and delegates, increasing event attendance and digital downloads
- Conducted competitive analysis, market research, and performance reviews of past campaigns to inform data-driven marketing strategies
- Led on-site marketing efforts for two events, managing social media, photography, and executive interviews to enhance brand visibility

Azolla Marketing, Founder & Marketing Manager

June 2022 - August 2024

Led end-to-end marketing strategy and execution for six B2B and B2C clients, developing brand identities, managing cross-channel campaigns, launching websites, and driving growth through paid ads, influencer partnerships, and content marketing.

Brand & Growth Marketing

- **Built brand identities, go-to-market strategies, and annual marketing plans** for B2B SaaS and B2C clients
- **Led multi-channel growth** through Meta Business, managing 20+ influencer partnerships totaling 1.9M+ reach to drive acquisition
- **Designed and launched Squarespace and Wix websites**, collaborated with front-end designers to align products to new branding

Artemis Ward, Creative Strategy Intern

January 2022 - May 2022

- Utilized market research to build a creative strategy for Microsoft's 'It's In Our Nature' campaign, boosting sustainability awareness
- Crafted weekly social media copy for PhRMA and utilized social listening tools to aid Nike Basketball in analyzing consumer needs
- Analyzed market research and strategized solutions, which aided new business pitches for three prospective clients, acquiring two

The Genau Group Realty Advisors, Marketing Intern Manager

May 2021 - August 2021

- Led all company marketing, holding three weekly meetings to support and delegate personalized tasks to increase exposure
- Managed six marketing interns, creating a mid-cycle review process and guide for future internship programming
- Developed paid and print ad campaigns and onboarded HubSpot Marketing for email and social media management

Dress for Success (DFS), Marketing, Engagement and Communications Intern

June 2020 - December 2020

- Leveraged social media data analytics from Instagram and Facebook to conduct a social media rebranding and implementation
- Created and presented a communications plan to the DFS Executive Board, increasing donations for their largest fundraising initiative

EDUCATION

American University

Washington, DC

Bachelor of Science in Business Administration, Concentrations in Marketing and Management

WPP NextGen Leaders Participant

SKILLS & CERTIFICATIONS

Marketing Strategy & Analytics: GTM Strategy, Product Positioning, Competitive Analysis, ICP Development, Lifecycle Marketing, Segmentation, A/B Testing, Brand Marketing, CRM Management

Skills & Tools: **Email Marketing** (MailChimp, Oracle Eloqua), **CRM** (HubSpot, Eloqua Oracle, Lifecycle Campaigns), **Analytics & Data Tools** (Tableau, RapidMiner, Google Analytics), **Advertising** (Google Ads, Meta Business), **Web & Graphic Design** (Wix, Canva, ECO), **Social Media Platforms** (Facebook, Instagram, X/Twitter, TikTok, Pinterest)

Certifications: Google Fundamentals of Digital Marketing, HubSpot Inbound, HubSpot Email Marketing, LinkedIn Digital Marketing Foundations, Google Fundamentals: Data, Data, Everywhere, and LinkedIn Product Marketing Foundations