

Luciana Bowers

📞 (919) 555-7316 ✉️ luciana.bowers@example.com 💼 linkedin.com/example/lucianabowers 📍 Raleigh, NC 27601

SUMMARY

Field marketing specialist with six years of experience delivering regional **B2B technology** programs that connect **localized campaigns**, physical and virtual events, **demand generation**, **account based marketing**, and revenue priorities. Leads planning across sales, marketing, vendors, venues, registration, content, logistics, lead routing, and follow up. Uses Salesforce and Splash for campaign operations, attendee workflows, lead management, and performance reporting. Coordinates trade shows, hosted programs, webinars, partner activities, branded inventory, shipping, and post event reviews across fast moving technology environments. Builds clear project plans that help stakeholders act with confidence and keeps regional programs moving through changing priorities. Brings practical communication, organized execution, and thoughtful measurement to every campaign, helping teams convert field activity into useful engagement and stronger pipeline decisions.

EXPERIENCE

Field Marketing Specialist

January 2024 - Present

Signal Ridge Security

Raleigh, NC

Leads regional field programs for B2B cybersecurity audiences, connecting hosted events, trade shows, localized campaigns, account focused activities, vendors, and follow up with revenue priorities. Owns operational details from planning through execution and review while keeping sales and marketing partners aligned.

- Coordinated **cybersecurity** trade shows and **hosted events** with sales partners, vendors, and regional account teams
- Built **Salesforce** campaign plans for target accounts, lead routing, follow up, and post event reporting
- Configured **Splash** registration pages and communications for physical and virtual programs with accurate attendee data
- Managed venues, production partners, shipping providers, and delivery timelines for regional field activations
- Reviewed attendance, engagement, lead progression, and sales feedback to refine future campaign planning
- Aligned **localized campaigns** with **demand generation** priorities, account strategy, and stakeholder execution details

Regional Marketing Coordinator

May 2022 - December 2023

BlueOak Cloud Systems

Durham, NC

Coordinated multi state **B2B technology** campaigns across field activity, demand generation calendars, priority account plans, event **logistics**, partner programs, and reporting. Connected sales, marketing operations, suppliers, and event owners through clear schedules and dependable follow up workflows.

- Coordinated multi state campaigns around **demand generation** calendars and priority account plans
- Planned trade shows, executive gatherings, partner events, and webinars with detailed delivery schedules
- Built **account based marketing** lists and invitation strategies with sales teams for regional programs
- Organized nurture and follow up workflows for engaged prospects after events and campaign activities
- Maintained Salesforce responses, lead status, and attribution records for reliable campaign reporting
- Managed branded merchandise **inventory**, replenishment, shipment requests, and delivery timing with suppliers

Marketing Programs Associate

October 2020 - April 2022

Pioneer B2B Media

Charlotte, NC

Supported integrated marketing programs for technology clients through webinars, hosted events, partner campaigns, digital demand generation, registration operations, vendor coordination, lead preparation, and campaign reporting. Built dependable program foundations while collaborating with internal specialists, clients, creative resources, and external partners.

- Supported webinars, **hosted events**, partner campaigns, and digital **demand generation** for technology clients
- Coordinated campaign schedules among marketing specialists, clients, creative resources, and event partners
- Built registration pages, attendee communications, and event materials with consistent campaign messaging
- Prepared lead files and campaign records for nurture workflows and marketing operations handoff
- Tracked vendor deliverables, shipment status, and event materials before scheduled regional activities
- Compiled campaign results and audience feedback into concise summaries for follow up decisions

PROJECTS

Regional Cybersecurity Demand Program 📅 2025

Connected localized account outreach, hosted events, Splash registration, Salesforce lead routing, and post event measurement for cybersecurity audiences. Program teams gained a clearer path from invitation through follow up.

Virtual Partner Event Series 📅 2023

Coordinated speakers, partner communications, registration workflows, attendee materials, and nurture follow up across virtual technology events. Shared reporting helped stakeholders compare engagement and future program value.

LEADERSHIP & AWARDS

- Recognized by regional sales partners for dependable event coordination and timely lead follow up.
- Selected for expanded field program ownership after consistent delivery across vendors, logistics, and campaign reporting.
- Praised by marketing operations peers for accurate Salesforce records and clear program recaps.

EDUCATION

Bachelor's Degree in Marketing

2020

University of North Carolina at Charlotte GPA: 3.5

Charlotte, NC

Coursework: Marketing strategy, integrated communications, consumer behavior, sales management

CERTIFICATIONS

- Salesforce Trailhead, Marketing and CRM Fundamentals 📅 2021
- HubSpot Academy, Digital Marketing Certification 📅 2022

TECHNICAL SKILLS

- **CRM Platforms:** Salesforce, campaign records, lead routing
- **Event Platforms:** Splash, registration pages, attendee workflows
- **Demand Generation:** lead nurturing, campaign programs, pipeline follow up
- **Account Marketing:** account based marketing, target account lists, invitation strategy
- **Event Programs:** trade shows, hosted events, virtual events
- **Campaign Measurement:** attendance reporting, engagement review, lead progression
- **Vendor Operations:** venue coordination, production partners, shipping providers
- **Marketing Logistics:** branded inventory, swag distribution, replenishment
- **Communication Tools:** email communications, stakeholder updates, event invitations
- **Project Management:** project plans, timelines, milestones, execution details
- **Marketing Operations:** lead status, attribution records, nurture workflows
- **B2B Technology:** cybersecurity marketing, cloud systems, technology clients

SKILLS

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|----------------------------|---------------------|---------------------------|------------------------|
| • Field Marketing | • Event Management | • Lead Nurturing | • Vendor Management |
| • B2B Technology Marketing | • Physical Events | • Account Based Marketing | • Campaign Measurement |
| • Cybersecurity Marketing | • Virtual Events | • Salesforce | • Project Management |
| • Regional Campaigns | • Demand Generation | • Splash | |

PROFESSIONAL AFFILIATIONS

- Women in CyberSecurity, professional member supporting broader participation in cybersecurity careers.
- American Marketing Association, member focused on B2B marketing programs and professional learning.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST