

# HAYLEY PETTEY



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Boston, MA

## EXPERIENCE

### ENTERPRISE MARKETING MANAGER

edX | 2020 – Present

Work cross-functionally to lead sales enablement, customer marketing, and event marketing for the Enterprise Business channel, including multi-channel marketing campaigns for every stage of the customer lifecycle.

- Exceeded quarterly event marketing goals, generating 500+ leads and \$750K in revenue (ROI: 12x investment)
- Lead customer marketing, including go-to-market plan for the launch of a new product, resulting in 83% adoption rate.
- Manage sales enablement for Enterprise. In first 6 months, published a new asset library, held 4 sales trainings and developed reporting tools to track content.

### REGIONAL MARKETING MANAGER

Education Elements | 2019 – 2020

Directed all marketing programs, including strategic territory planning, targeted content creation, and analytics, for fast-growing K12 consulting company. Optimized sales operations and internal processes to support pipeline building and lead generation for the east coast. Cultivated and nurtured relationships with agency and non-profit leaders.

- Supported intra-team collaboration by leading weekly sales team meetings and reporting trends.
- 40% increase of qualified leads and closure of high-value accounts through execution of webinars and events.

### COMMUNICATIONS MANAGER

DECA Inc. | 2018 – 2019

Served as the strategic and operational manager for marketing and communications efforts, publishing and promoting content for an audience of 225,000 international members, corporate partners, and the public. Responsible for DECA Inc.'s website, CMS, social media, quarterly print magazine, media relations and mobile app.

- Increased active website users by 31% in first nine months; increased overall social media engagement by 12%, including launching Alumni LinkedIn initiative.
- 20% increase in newsletter open rates and 4.5% decrease in unsubscribe rates
- Awarded CSTO Publication of the Year as Managing Editor of DECA Direct Magazine.

### MANAGER, RECRUITMENT + UNIVERSITY PARTNERSHIPS

Teach For America | 2016 – 2018

Led the full-cycle recruiting process on 9 college campuses in order to grow the movement for educational equity by compelling top leaders to join the Teach For America corps.

- Exceeded national team's goals; achieved rates in the top 5% of TFA recruiters.
- Sourced over 4,900 prospects; tracked data and communication in Salesforce.

### DEAN OF CULTURE

Nashville Prep | 2012 – 2016

### GRADE LEVEL TEAM LEADER, TEACHER

## EDUCATION

B.A. PUBLIC RELATIONS  
University of South Carolina

M.Ed. INSTRUCTIONAL PRACTICE  
Lipscomb University

## SKILLS

Digital Marketing	Process Improvement
Event Management	Project Management
Marketing Analytics	Talent Management
Lead Generation	Sales Enablement
Public Speaking	CRM

## EXPERTISE

Salesforce	Constant Contact
HubSpot	Microsoft Office
Jira	WordPress
Confluence	Sprout Social
Tableau	Google Suite