

Karina Lawrence
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PROFESSIONAL EXPERIENCE

VP MARKETING | CMO

DataStax / Kaskada (acquired by DataStax)

Santa Clara, CA

2022 – 2024

- Hands-on innovative, data-driven, C-level marketing executive with a successful track record of scaling marketing strategies for B2B, SAAS, Data, and Enterprise AI products.
- Built and executed the full-scale marketing strategy from the ground up for a Series A startup that led to its acquisition within 11 months.
- Achieved user acquisition targets by executing strategic marketing campaigns tailored for technical audiences, contributing to the growth of ARR from \$200M to \$249M in 17 months.
- Created brand awareness, strategic positioning, messaging, and GTM strategies, managed SEO to generate leads and promote market share growth.
- Developed field strategies, including conferences, events, meetups, and hackathons, which generated 40% of leads and significantly increased brand awareness within developer communities.
- Built and implemented ABM strategies, integrating sales and marketing efforts to target high-value accounts, improving pipeline velocity.
- Created UVPs and personalized offerings that engaged enterprise clients, driving leads with a 20% conversion rate from MQL to SQL.
- Drove hyperscalers marketing partnerships through events, workshops, and content creation to scale product adoption, accelerate revenue growth, and shorten sales cycles.

MARKETING DIRECTOR

Optimal Strategic Group

Bensalem, PA

2021 – 2022

- Designed GTM strategies, orchestrated product launches, and integrated data-driven marketing programs.
- Built and scaled a high-performing marketing team of 7 professionals; offered targeted training sessions that improved individual performance metrics by an average of 25% across all team members within six months.
- Launched digital marketing PPC campaigns, which included developing landing pages, conducting A/B testing, selecting targeted keywords, and crafting compelling ad copy, resulting in a 30% increase in conversion rates and significant growth in new customer acquisition.
- Led successful re-branding, new vision, and positioning. Develop websites, product videos, and marketing collateral that communicate the company's competitive advantages and increase lead generation by 55%.
- Created a global outreach: cutting-edge digital advertising, social media, and email campaigns, that resulted in generating 60% leads.

SENIOR GLOBAL MARKETING MANAGER

Ridecell

San Francisco, CA

2016 – 2020

- Crafted field marketing initiatives that contributed to accelerated company growth from under \$1M to \$10M ARR, ultimately securing Series B funding.
- Created and executed a first-ever, company-wide field marketing strategy that generated 90% leads.
- Managed \$1.5M annual marketing budget, built partnerships, and negotiated deals.
- Built an event marketing team, established processes, managed vendors, and optimized event campaigns.
- Created compelling speaking abstracts and designed exhibition stands and marketing materials that target ICPs.

- Collaborated with Product Marketing, Marketing Operations, and Demand Generation Teams to develop effective ABM strategies.
- Directed five SKOs and conducted internal team building workshops, equipping 10+ sales and product team members with streamlined communication strategies that improved lead conversion rates by over 25%.

CMO

Inspirational Tech Agency

San Francisco, CA

2009–2016

- Collaborated closely with an executive team to craft a business plan, resulting in a successful fundraising effort that secured \$5M in investments.
- Cultivated new revenue streams by developing new opportunities, marketing goals, objectives, and strategies.
- Created ABM strategies, brand messages, and positioning to build consumer engagement across core segments.
- Developed field marketing strategies to generate leads and build strategic partnerships.
- Led a marketing team of 12, fostering a collaborative environment that enhanced teamwork, resulting in a 30% increase in project completion rate and a 20% improvement in campaign efficiency.

MARKETING CONSULTANT

Stanford Alumni Consulting Group

Oakland, CA

2005–2006, 2010–2011

- Analyzed new market opportunities and designed a strategic growth agenda to increase market share.
- Created brand messaging, positioning and marketing strategies that increased capitalization rates.
- Drove partnership development programs, managed relationships, and effectiveness of sales pipeline.
- Created B2B and B2C personalized brand messages and positioning to build consumer engagement across core segments.
- Built demand generation plan that included SEO, social media, and email campaign strategies.

DIRECTOR OF EVENTS

Girls in Tech

San Francisco, CA

2009–2010

- Created and executed event strategy for all events and developed a viral community attracting over 5,000 industry professionals.
- Developed website, social media and content strategies.
- Built and managed the event team, secured speakers, and created partnerships.

EXPERTISE & INTERESTS

EXPERTISE: GTM | Marketing Strategies | ABM | Demand Generation | Social Media | Branding | Positioning | Messaging | SEO | Conferences | Events | Hackathons | Enterprise Marketing | Budgeting | Data-Driven Decisions

Interests: Hiking | Working out | Traveling | Cooking

EDUCATION

Master of Business Administration / MARKETING, Golden Gate University, 2006

Bachelor of Arts / ECONOMICS, Engineering Academy of Water Transportation, 1996