

# MARIANE WEINAND

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## HIGHLIGHTS

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- Experienced growth marketing manager with significant focus on B2B and digital marketing strategies.
- Implemented targeted lead generation tactics encompassing account-based marketing (ABM), content creation, email campaigns, PPC, and SEO, yielding an exceptional 200% surge in new business leads, fueling sales pipeline and revenue growth.
- Deep understanding of sales cycle stages to drive customer acquisition, cross-sell, and up-sell efforts, delivering relevant and engaging content tailored to each stage of the sales journey. Exceeded marketing influenced sales goals year-over-year, resulting in \$1M+ annually incremental revenue.
- Demonstrated expertise in marketing strategy, content creation, and omnichannel activations, including creative marketing campaign development, execution, and data analysis to ensure maximum impact across multiple channels.

## EXPERIENCE

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### Director Growth Marketing

CBIZ | Kansas City, MO

June 2020 – February 2024

Managed Team of 5

- Delivered significant organic growth and generated \$3+ million in yearly incremental revenue through the execution of integrated, multichannel go-to-market (GTM) strategies, fueling sales pipeline and revenue growth.
- Led collaborative efforts with divisional and sales leaders, product teams and other stakeholders to create content marketing strategies, differentiated messaging and campaign activities to drive PR activity across regions.
- Leveraged data, analytics, insights, and metrics to inform strategy and drive the execution of compelling marketing programs. Demonstrated ability to translate data-driven insights into actionable strategies that deliver measurable impact on brand awareness, customer engagement, and business growth.
- Demonstrated expertise in B2B strategy, content creation, and omnichannel activations, including creative marketing campaign development, execution, and data analysis to ensure maximum impact across multiple channels.
- Directed the recruitment, management, and development of a high-performing team comprising content, marketing, design, and digital specialists.

### Director Integrated Marketing Communications

CBIZ | Kansas City, MO

August 2019 – May 2020

Managed Team of 3

- Collaborated with divisional and sales leaders to refine value propositions, messaging, and brand architecture, ensuring a compelling and unified brand identity that resonates with target audiences, enhancing brand perception and market competitiveness.
- Engineered and executed targeted lead generation initiatives resulting in 2500+ consumer leads per month and 150+ business leads per month, amplifying market reach and driving revenue growth through effective prospect engagement and conversion strategies.
- Leveraged comprehensive market and competitive intelligence to inform marketing and communication strategy, resulting in enhanced market positioning and competitiveness, crucial for gaining industry leadership and driving revenue growth.
- Identified critical marketing needs and developed strategic skills in direct reports, fostering a high-performance marketing team, essential for driving organizational excellence and achieving business objectives.

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## Senior Marketing Manager

MetLife | Kansas City, MO

May 2012 – July 2019

Managed Project Teams up to 25

- Orchestrated the development and execution of thought leadership initiatives, collaborating closely with research teams to craft surveys and derive actionable insights from data results. Utilized these insights to create compelling stories and drive engagement through full-funnel integrated marketing campaigns.
- Oversaw the creation and execution of the *MetLife & U.S. Chamber of Commerce Small Business Index*, culminating in 709M media impressions and securing 3-5 top-tier media placements, alongside 100+ placements per quarter. Additionally, orchestrated the design and execution of a complementary website featuring interactive insights and the full white paper, amplifying brand visibility and engagement.
- Engineered the development and management of comprehensive content strategies, ensuring alignment with business objectives and audience needs. Directed the creation of compelling content across various channels, driving engagement and achieving measurable results.

## Marketing Manager

MetLife | Kansas City, MO

December 2003 – May 2012

Managed Project Teams up to 15

- Championed the development and promotion of *MetLife's Annual Employee Benefit Trends Study*, positioning it as a cornerstone in the employee benefits category, driving thought leadership, attracting industry attention, and reinforcing MetLife's authority in the market.
- Led and implemented a comprehensive event strategy for the business unit, overseeing all aspects related 10+ industry events annually.
- Strategically devised and executed advertising campaigns across various channels, effectively reaching target audiences, driving robust brand engagement and delivering concrete business results.

## Marketing Manager – National Consumer Advertising

Sprint | Overland Park, KS

October 1993 – November 2003

- Managed lead agencies to execute creative strategy, messaging, and brand development, including tactical campaigns. Notable agencies included Publicis & Hal Riney (AOR), and Foote, Cone & Belding Worldwide – Puerto Rico, ensuring seamless collaboration and top-tier campaign execution.

## EDUCATION

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Rockhurst University | Kansas City MO  
MBA in Marketing

Nebraska Wesleyan University | Lincoln, NE  
Bachelor of Science in Business Administration

## TECHNICAL SKILLS AND CERTIFICATIONS

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### PPC:

- Google Ads
  - Facebook Ads
  - LinkedIn Ads
- Google Analytics

### SEO Tools:

- Conductor
  - SEMrush
- Salesforce/Marketing Cloud  
Adobe Creative Suite  
Canva

### HubSpot Certifications:

- SEO I & II
- Inbound Marketing

## REFERENCES

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Available upon request.