

# RENAY M. PICARD

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## DIRECTOR OF MARKETING

### *Brand Management / Marketing Strategy / Social Media Technologies*

Innovative marketing leader who builds brands from the ground up with creative strategy leading to revenue generation. Extends market penetration through thought leadership activity, the development of online communities, and social media technologies. Creates and builds marketing programs from start to finish, determining the most valuable activities and measurable outcomes. Develops critical marketing operations processes to support and measure all marketing functions, leading to clear value and ROI. Builds strong connections with media experts and works both independently and in coordination with PR firms to secure features, speaking engagements, and press coverage.

Leads and mentors marketing teams to achieve maximum productivity and builds strong relationships with internal and external customers, especially with sales teams.

Brand & Creative Management

Lead Generation/Nurturing Programs

Social Media & Technologies

Resource Development for Sales

Search Engine Optimization

Website Strategy

Online Marketing Programs

Skilled Writer/Speaker

Public Relations

Search Engine Marketing

Marketing/Sales Analysis

Marketing Operations

Product Strategy

Vendor Management

Website Design/Development

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## PROFESSIONAL EXPERIENCE

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### *Verosity Technology Partners - Westford, MA*

Telecommunications company with a sole focus on data communications selling to the Financial Services, Biotech/Pharmaceuticals and Technology sectors.

#### **DIRECTOR OF MARKETING, 2009 - Present**

Development and implementation of a multi-channel marketing strategy aimed at revitalizing the brand and visibility of a traditional Telecommunications company. Worked with the Executive Team to clarify and expand the company's corporate message and communicate daily with the sales team on the creation of sales tools to incorporate this messaging. Developed new creative, collateral and website to infuse the organization's revised messaging, implement Search Engine Optimization strategy and bring social media activity to the forefront. Established organization's first marketing processes, lead generation programs and metrics reporting from Hubspot, including Salesforce integration. Work with Public Relations firm to increase Verosity's visibility through traditional and social media, including article submissions, Executive interviews and events, as well as speaking engagements. Work with the technical team to research and strategize the creation of new products.

- ✓ Development and execution of Verosity's first webinar series with the initial webinar yielding more than 100 registrants and 45 attendees.
- ✓ Planning and implementation of social media strategy that includes a company blog, a LinkedIn Group, and commentary on industry blogs.
- ✓ Through a combination of website development, search engine optimization, search engine optimization and social media strategies, the Verosity website has seen greatly increased traffic, extended length of site visits and dramatically increased the number of pages viewed, all within 6 months.

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*Professional Experience Continued****Basho Technologies - Cambridge, MA***

Sales software and services company delivering sales solutions to organizations of all sizes.

**VP OF MARKETING, 2007 - 2008****DIRECTOR OF MARKETING, 2004 - 2006**

Built and managed the Basho Strategies brand and marketing strategy, working directly with the founder and CEO in taking the company from zero to \$4M in revenue in 3 years. Transformed a small business into a thriving BtoB operation with a much larger image through compelling messaging, public relations, the development of an online community driven by thought leadership, and event marketing. Developed, executed and measured lead generation and nurturing programs. Led the company in social media strategy and developed client marketing programs. Built, coached and mentored the marketing team, making the most of limited budgets and maximizing resources. Managed a \$700K marketing budget. Managed the creation of new branding and played an integral role in product development upon reincorporation as Basho Technologies.

- ✓ Development and execution of live events with the first event yielding \$500,000 in revenue and new client attainment.
- ✓ Managed the organization's first lead generation campaigns that generated 150 leads the first month and 500 new leads the second month.
- ✓ Through a combination of website development, search engine optimization, search engine marketing and social media strategies, the Basho website doubled site traffic, extended length of site visits by 50%, and dramatically increased the number of pages viewed, all within 6 months.
- ✓ Through the creation of the Basho Community in conjunction with social media strategy, built an opt-in list of 7,000 subscribers; launched and managed the Sales Warrior podcast series with an average of 5,000 downloads per episode and 1,000 iTunes subscribers.

***Concord Communications - Marlboro, MA***

A market leader in automating technology management of the Internet infrastructure.

**MANAGER OF ONLINE MARKETING, (Contract Basis) 2003**

Developed and executed the organization's online marketing strategy, including content delivery products. Extended company's reach through the management and enhancement of the corporate websites, as well as its intranet. Performed analysis of website statistics, recommended and implemented improvements to boost website value.

- ✓ Developed and maintained the marketing website dashboard to clarify the value of online marketing programs.
- ✓ Identified and determined new online programs and thought leadership opportunities to drive increased website traffic and response rates.

***Lexign, Inc. - Nashua, NH***

A former supplier of software applications that allowed organizations of all sizes to safely and securely conduct business, including e-commerce, in a paperless environment.

**MARKETING MANAGER, 2000 - 2002**

Transformed the company's online presence from brochure-ware to an interactive, compelling experience. Devised and implemented Search Engine Optimization strategy that led to increased website traffic. Increased lead generation and nurturing through email campaign strategy. Developed corporate marketing content, providing the sales team with valuable resources and tools. Collaborated with channel partners on international marketing programs, including the development of localized microsites for the global audience, particularly South America and Western Europe. Planned and executed on company and marketing events.

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**EDUCATION & CREDENTIALS**

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**Professional Certificate: Website Design & Development, 2000 • Boston University Continuing Education Center, Tyngsboro, MA**

**Bachelor of Science Degree, Education, 1992 • University of Connecticut, Storrs, CT**

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**ASSOCIATIONS & APPEARANCES**

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**Harvard University** - Guest speaker: Social Media for Web 2.0, "B2B Communities"

**Forrester Research** - Featured speaker: Forrester Research Technology Council - "Strategy for Building an Online Community and Incorporating Social Media Technologies" (May 2008)

**MarketingProfs** - Guest speaker: MarketingProfs BtoB Forum, June 2008, "Social Media Hot Seat"

**SellingPower Magazine** - Featured in SellingPower Magazine: "Social Networking 2.0: Are You LinkedIn or Left Out?" (June 2008)

**AMA Boston • MITX/BIMA • Boston Chamber of Commerce**