

EMILY BELL-WOOTTEN

VP Marketing- CMO

Well rounded marketer focused on strategic and tactical growth plans for start-ups to the Fortune 100. 60 brands. 17 industries. 1 billion in revenue.

Overview: I am the genie behind the curtain....and I just get things done! Working with 60 brands across 17 industries has taught me to be agile and focus on human centered design, leading my companies to over 1 billion in growth. I have been a CEO, CMO, fCMO, and a global CX and MarTech thought leader for 2 Fortune 100 companies. Outside of my career responsibilities, I am passionate about volunteering in the community to effect real change. I build brands to make an IMPACT.

Leadership: Visionary thinker. Ethical leader. Leader of productive teams. *Gallup 5 Strengths- Futuristic. Belief. Responsibility. Individualization. Relator.*

Work History

2023-07 -
Current

Director of Marketing and Customer Success

Flair Data Systems, Plano, Texas

Flair Data Systems is a technology solution advisor for: Digital Transformation, Collaboration, Networking, Cloud, Infrastructure, Data Analytics, and Cybersecurity - serving the U.S. I currently serve as a strategic consultant for GTM planning, marketing strategy and implementation, customer success, vendor partnerships, and event planning.

- Organized and executed robust, creative experiential marketing events, adding \$450k in pipeline support.
- Developed and implemented successful marketing strategies to increase brand visibility and sales performance by launching the first ever marketing campaigns, focused on cybersecurity, leading to \$7 Million in new revenue opportunities, in 90 days.
- Oversaw rebranding efforts that resulted in enhanced corporate identity and improved brand perception among stakeholders, increasing organic social reach by 80%, newsletter reach by 140%, website visits by 80% with a web redesign.

2019-05 -
Current

Event and Development Officer

Junior League Of Dallas, Dallas, Texas

The Junior League of Dallas is a non-profit serving the DFW community through grants and trained volunteers. We make an impact by funding 40 non-profits. I serve as fundraising support and event planning.

- Managed administrative logistics of large scale fundraising events planning, event booking, and event promotions. Milestones Luncheon Volunteer for 5 years. Chair for Arrangements Committee in 2021-2023.
- Nurtured and built relationships with vendors, venues and industry contacts to obtain best pricing and services for events.
- Fundraising- Surpassed fundraising goal 1.2 Million as part of Development Team
- Volunteer Coordination- training and supervising volunteers for community projects and Milestones Luncheon (60 volunteers)

2019-01 -

Director of Communications

Contact

Address

Richardson, TX. 75082

Phone

(214) 534-5427

E-mail

ebelldallas@gmail.com

LinkedIn

<https://www.linkedin.com/in/embell/>

Skills

Marketing- Creative, Customer-centric, Omni-channel Marketing, Digital Marketing, Social Media, Content Strategy, Brand Management, ABM- Account Based Marketing, Product Marketing, CX- Customer Experience, Marketing Operations, SEO, PPC, Communication, Campaigns, B2B, B2C



Digital- Agile Design Thinking, Innovation, MarTech, Data & Analytics, Consulting, Digital Strategy, UI/UX, eCommerce, Web Design, Solution Architect



Leadership- Strategic Thinking, Analytical, Agility, Curious, P&L, Budgeting, Vendor Management, Team Building, Cross-functional team leadership



Product- Growth Marketing, GTM Strategy, Product Design, Sales Enablement, Business Development, Contract Negotiation



Current

DFW Technology Prayer Breakfast, Dallas, TX

The DFW Technology Prayer Breakfast is a non-profit serving DFW technology professionals through networking, job search, annual event planning. I serve as POC for marketing, fundraising support and event planning.

- Board Director - Developed key messaging for all external-facing materials to ensure consistency across channels and touchpoints.
- Leveraged social media to increase reach by 2000%, increased online event attendance by 150%, and established new partnerships, and increasing donations by 25%
- Produced our first virtual event during 2021 (covid-pandemic) exclusively on video
- Award Winner- President's Award for service during the 2021-2022 year

**2020-04 -
2021-12**

VP of Marketing, CMO

MAY GROUP LLC, Fort Worth, TX

The May Group is a signage manufacturer serving marketing departments, alcoholic beverage, CPG, C-store, Fence and Security industries. I served as part of the Executive Team and managed 1/3 of the business portfolio, plus marketing, innovation, and sales support.

- P&L Management- achieved business profitability for the first time since 2016 during the COVID-19 pandemic, increasing sales when most businesses were down 15% or more. Increased AOV (45%), Monthly Rev. Targets 20% growth.
- Strategy- Positioned company for long-term success by creating a 5-year marketing plan, implementation and optimization of full MarTech stack (Hubspot, Magento, Salesforce), and oversight on agency support and spend.
- Omni-channel Marketing Growth- Influenced \$700,000 in revenue growth through subscriber growth, campaigns for Email, social media, SEO, blogs, web, sales materials, associations, events, and communications.
- Product- Led a cross-functional team to develop and launch a new product lines, contributing to growth in sales.

**2017-04 -
2019-10**

Sr. Director Marketing and eCommerce

NTT DATA Formerly Dell Services, Plano, TX

Ranked 55th in Fortune Global 500, NTT is the fourth largest telecommunications company in the world. As the Global Thought Leader on Marketing and MarTech, I was tasked with marketing, sales support, and growth of the CX consulting practice under the digital transformation arm.

- Sales Support- Developed the sales teams through communications skills, presenting, editing, writing RFP's and sales pitches, focused on selling Marketing/MarTech solutions to C-level executives
- Growth- Scaled CX Practice (customer experience) from \$2 million, closed \$25M in direct revenue, pipeline of \$50 million, and influenced \$1B in revenue across other business units
- Consulting- Consulted over 45 clients across 14 industries- making multi-million dollar investment decisions
- Sales Growth- Expanded service contracts, 25% of which started with \$30,000 projects by evaluating client feedback and refining service offerings from standardized to customized solutions

**2017-04 -
2019-10**

Innovation Manager

NTT DATA Formerly Dell Services, Plano, TX

My second role at NTT DATA was to ideate and consult clients on digital

transformation strategies, highlighting new market trends in marketing and web customer experience, such as Augmented Reality, Machine Learning, Insights Driven Business, Cloud, Robotics, AI, and Analytics.

- Created strategies around Stadium of the Future, Futuristic Cities, Connected Hospitals and worked with clients to implement the SaaS technology
- Created an Innovation Framework adopted by 2 clients
- Organized impactful workshops and training sessions that enhanced employee skills related to creative problem-solving and design thinking methodologies.

2016-08 -
2017-04

Senior Director Global Marketing Solutions- CX

Dell, Plano, TX

Dell is a \$62 billion dollar technology and hardware company, serving clients globally. I was tasked with growing the Customer Experience practice inside of DELL Services, until acquisition by NTT DATA.

- Sales Support- Developed the sales teams through communications skills, presenting, editing, writing RFP's and sales pitches, focused on selling Marketing/MarTech solutions to C-level executives
- Product Development- Designed products and GTM strategies for Digital Marketing, Social Media, Mobility, CMS, Cloud Computing, and Applications to drive successful customer outcomes
- Growth- Closed \$4M in direct revenue and within the first 5 months

2016-08 -
2017-04

Innovation Manager

DELL, Plano, TX

My second role at DELL was to ideate and consult clients on digital transformation strategies, highlighting new market trends in marketing and web customer experience, such as Augmented Reality, Machine Learning, Insights Driven Business, Cloud, Robotics, AI, and Analytics.

- Coordinated multidisciplinary teams throughout the entire product lifecycle, from concept generation to commercialization.
- Developed comprehensive innovation strategies aligned with business goals, driving long-term growth.
- Created strategies around Stadium of the Future, Futuristic Cities, Connected Hospitals and worked with clients to implement the SaaS technology

2011-10 -
2017-04

President & CEO

After Interactive Digital, Dallas, TX

After Interactive was a digital marketing agency, focused on B2B social media and content, serving small to mid-sized companies in the U.S. I served as the CEO, Founder, and Fractional CMO.

- Start-up Growth- Scaled the company from zero to \$250,000 practice in first 3 years, and grew to represent 25+ high-profile brands- Nestle's Tollhouse Cafe, DISH Media Sales, RedBull Media House, SMC Pneumatics USA/Orange Coast Pneumatics, Body Toolz and more
- Omni-channel Marketing- Strengthened digital presence for clients utilizing SEO, PPC, Graphic Design, Events, Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, Email (CMS, Product Emails, Loyalty Emails, and Blogs
- Teams- Built and motivated a team of 10-15 employees through the implementation of marketing initiatives, holding teams accountable to produce the highest quality results
- Consulting- fCMO for 2 companies consulting on business and marketing strategy, MarTech, scalable campaigns, and measurement.

Education

2005-01 - **Bachelor of Science: Business Administration And Marketing**
2007-05

West Texas A&M University - Canyon, TX

Certifications

2022-02 Google: Digital Marketing Analytics

2020-01 University of Virginia- Darden: Agile Design Thinking

Additional Information

Industries:

Marketing • Advertising • SaaS • Technology • Cybersecurity •
Manufacturing • BFSI • CPG • Consulting • Education • Oil & Gas • Beauty
• Transportation • Travel & Hospitality

Clients:

Flair Data Systems • Associa • The May Group • NTT DATA • DELL •
National Life Group • GEHA • Bombardier • SMC Pneumatics • Orange
Coast Pneumatics • eShipGlobal • Sekisui • JiggyJobs • Marten • TripPak
• Finley Productions • University of South Carolina • The Abelson Group •
Adobe • Red Bull Media House • DISH Network • ACS Advertising • Xerox
• McDonalds • Nestle' Tollhouse Cafe • Body Toolz • Texas Conference for
Women • Ascension Healthcare • Dignity Health • Tenet Health • Aspen
Dental • Family Medicine of Texas • Alpha Wellness Group • BP • Estee'
Lauder • Boeing • Lowe's and many others...