

Marilyn Heywood Paige, M.S.

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Strategic brand builder & revenue growth expert | Talent development and customer connection creation. Helping Davids beat Goliaths.

Experience

- Maximize ROI by strategically integrating SEM, SEO, social, content, & PR campaigns.
- Build lean, productive, engaged marketing teams.
- Integrate cross functionally with sales, R&D, operations, and product development.
- Bolster HR efforts through strategic recruitment marketing.

Heywood Paige, Fort Collins, CO

Principal (March 2022 to present)

Keeping food on the table by providing fractional CMO services to civil engineering construction firm, commercial developer, and Hispanic market research firm.

Paige Black, Denver, CO

Advisor / (October 2021 to March 2022)

Fractional Chief Marketing Officer / (2017 - October 2021)

Provided fractional CMO services to clients in SaaS, financial services, medical devices, management consulting, construction, manufacturing, orthodontics. Grew agency revenues 25% year-over-year. I pivoted into a strategic advisor role Q4, 2021.

SaaS - Differentiated client's solutions in crowded marketplace through [brand messaging blueprint](#), email and content marketing campaigns resulting in a multi-million-dollar statewide municipality contract.

CPA Services - Content marketing and public relations campaigns brought in three new enterprise clients in six months and secured a monthly guest writer role in *CPA Practice Advisor*.

Medical Devices - Designed and implemented market research study and used insights to develop [social media strategy](#) that increased conversions 500%.

Management Consulting - Market research, brand positioning, messaging blueprint, and social media strategy achieved a 100% increase in sales conversations.

Construction - Rebranding, [website build](#), content marketing, social media, and employee recruitment strategy resulted in bolstering the firm's reputation and authority leading to new contracts and seats on the boards of several influential organizations.

Manufacturing - Designed thought leadership content marketing campaigns to improve SEO resulting in \$2M in closed business.

Property Management - [SEO content marketing strategy](#) increased page traffic 570% and average time on page increased from less than twenty seconds to over three minutes per session.

Paige Black Agency - Hired, trained, and scaled Content marketing team to execute plans on budget and as promised. Developed written processes and best practices for scaling the agency.

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Fig Advertising & Marketing, Denver, CO Vice President of Marketing / (2015 - 2017)

I developed new business, managed client relationships, directed execution of marketing campaigns, and managed a team of specialists.

Carpet & Flooring Retailer - Built website, managed SEO content marketing, social media, and email campaigns resulting in 500% lift in sales and an ROI of \$1.00 for every .36 cents spent.

Homelessness Nonprofit - Defined brand voice, target audiences, and brand strategy. Built website and devised content marketing strategy that garnered a 16% increase in donations.

Paige Integrated Marketing, Broomfield, CO Principal / (2008 - 2015)

Psychiatry Office - Implemented CRM and email automation resulting in \$25,000 of recovered Billables.

Hotel & Restaurant- Updated website design and content, and implemented SEO resulting in 12% increase in year-over-year room night bookings.

Ultimark Products, Bala Cynwyd, PA QVC Product Spokesperson / (2004 - 2008)

Honed the art of the six-second pitch by presenting garden products on live TV, positioning the brand's features and benefits, and reacting in real time to sales analytics. Achieved highest sales in the garden company's history.

Barnes & Noble Booksellers, Philadelphia, PA Community Relations Manager / (1996 - 2005)

Produced live event content in \$5M annual revenue store to get a diverse range of audience segments out of their homes and into the aisles. Instituted and maintained productive partnerships with government agencies, businesses, nonprofits, and universities for sales, subject matter experts, and content development. Conceptualized, produced, and promoted over 600 events, increasing sales 1.5% - 3% per year.

Thought Leadership

University of Denver, Denver, CO Adjunct Professor (Part-time) / (2018 - 2021)

Teach graduate courses in brand management, public relations, digital marketing, and social media emphasizing real-world applications, ethics, and professional integrity.

Education

M.S., Integrated Marketing Communications from West Virginia University
B.A., English from Seton Hill University