

ROBYN MORAIS

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SENIOR MARKETING SPECIALIST | B2B SaaS & AI CAMPAIGN STRATEGY

Integrated marketing leader with 15+ years of B2B SaaS and MarTech experience, applying AI-enabled analytics, customer intelligence, and automation to design high-performing campaign strategies. Proven success leading cross-functional, omnichannel programs that drive pipeline growth, attribution clarity, and revenue outcomes. Expertise spans AI-assisted content development, GTM enablement, performance analytics, and marketing operations in close partnership with Product, Sales, and Executive Leadership.

CORE COMPETENCIES

AI-Driven Campaign Execution	B2B SaaS & MarTech Marketing	AI-Powered Demand Generation
Sales Enablement Content	Trade Show, Events & PR Strategy	Email Marketing & Automation
Product & GTM Intelligence	Marketing Analytics & Optimization	Market Benchmarking & Insights
Cross-Functional Collaboration	Field & Partner Marketing	Salesforce CRM & AI Tools

PROFESSIONAL EXPERIENCE

Business Software, Inc. (BSI) – Peachtree Corners, GA

Senior Marketing Content Analyst, Project Management | 5/2017 – 11/2025

- B2B SaaS payroll tax compliance and workforce technology provider supporting enterprise and mid-market partner customers.
- Drove 210% YoY pipeline growth by executing integrated, AI-informed omnichannel campaigns across content, email, digital, webinars, events, and partner ecosystems.
- Applied AI-assisted content development, customer intelligence, and behavioral insights to shape full-funnel messaging, thought leadership, and demand programs.
- Aligned Product, Sales, and Marketing through persona modeling, competitive intelligence, and GTM optimization supported by data and AI-driven insights.
- Built Salesforce-powered dashboards and AI-enabled analytics frameworks to improve attribution, forecasting, campaign optimization, and executive decision-making.

The Lifeline Program – Tucker, GA

Director, Market Development & Branding | 5/2011 – 3/2017

- Led integrated B2B marketing campaigns across digital, content, email, events, and PR, generating 8,000+ qualified leads and improving conversion rates by 30%.
- Developed thought leadership campaigns, executive messaging, and brand narratives that positioned the organization as a trusted industry authority.
- Collaborated with leadership and external partners to translate market insights and customer needs into compelling value propositions.
- Directed creative strategy, brand positioning, and messaging consistency across all channels.
- Oversaw website redesign and executive content initiatives, improving engagement and brand perception.

Cox Media Group – Atlanta, GA

Account Executive (SMB Advertising & Marketing Solutions) | 10/2007 – 5/2011

- Managed a \$1.5M B2B portfolio, delivering 15% year-over-year revenue growth through integrated, data-driven advertising campaigns.
- Leveraged Salesforce CRM and analytics to inform campaign strategy, client insights, and performance optimization.

Cisco Systems, Inc. – Atlanta, GA

Marketing Communications Coordinator | 4/2003 – 9/2007

- Supported B2B technology product marketing initiatives, managing an \$8M MARCOM budget.
- Executed product-focused content, webinars, partner programs, and field marketing initiatives supporting adoption and customer engagement.

EARLIER EXPERIENCE

The Coca-Cola Company – Project Manager, Entertainment Partners & Strategic Alliances

- Led large-scale, multi-channel brand activations and cross-functional initiatives with national partners; managed multimillion-dollar budgets and executive stakeholders.

Elite Model Management – Talent Manager

- Negotiated contracts and partnerships; executed high-visibility campaigns with brands, agencies, and production teams.

EDUCATION & PROFESSIONAL DEVELOPMENT

- **DeepLearning.AI** — *Generative AI for Everyone* (Completed June 2025)
Applied generative AI concepts for marketing efficiency, content development, and analytics support.
- **Udemy** — *Ultimate 2025 Google Ads Training* (Ongoing)
Certification exam preparation for Google Ads; builds on active campaign management experience.
- **University of Maryland Eastern Shore**
Broadcast Journalism coursework (three years completed)

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA) – National Member

VOLUNTEER EXPERIENCE

- FIFA Club World Cup – Media Operations Volunteer
- Atlanta Peachtree Road Race – Hospitality Volunteer