

Drew Franklin

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Innovate. Integrate. Inspire.

Experience

Commercial Marketing Manager, Industry Solutions

Rockwell Automation / Aug. 2023 - Present

- Spearheaded the development and execution of strategic marketing initiatives for SaaS-based industry solutions, significantly enhancing digital product offerings and customer engagement.
- Collaborated closely with business units, sales, and product teams to drive the integration of advanced digital tools and platforms.
- Managed multiple projects focused on enhancing digital sales tools and customer interfaces. Oversaw the rollout of new features and systems, ensuring they meet strategic business objectives and deliver optimal user experiences.
- Utilized Dynamics CRM and Eloqua to assess the effectiveness of digital marketing campaigns and sales opportunities, driving continuous improvements based on data insights.
- Engaged with key internal and external stakeholders to ensure alignment on digital product goals and strategies. Developed comprehensive training materials for sales and marketing teams, enhancing their understanding and effective use of new digital tools and platforms like Seismic.

Director of Marketing

HData / Apr. 2022 - Jun. 2023

- Served as a key senior management team member, participating in business planning, goal setting, and leading marketing strategy to achieve business objectives.
- Led a unified marketing and outbound sales approach, increasing monthly pipeline revenue opportunities.
- Maintained knowledge of leading-edge marketing techniques and leveraged platforms like Adobe Creative Suite, Google Analytics, and HubSpot for optimized marketing campaigns.

Marketing Communications Manager

Altec, Inc. / Feb. 2016 - Apr. 2022

- Established and nurtured strong relationships with business leaders across multiple departments to align marketing strategies with Altec's business goals.
- Collaborated with business units and functional teams to provide strategic marketing direction that supported key messages with new initiatives like Altec Connect, Altec Fleet Services, and JJ Kane Customer Portal.
- Directed a team of marketing professionals and digital media specialists, focusing on optimizing resource allocation and ensuring all team efforts were aligned with overarching business objectives.

Marketing Manager

SPOC Automation / Jun. 2013 - Feb. 2016

- Directed all digital media, marketing, and communications efforts while collaborating with the outside sales team to increase CRM adoption.
- Evaluated, implemented, and managed tools like HubSpot (marketing automation) and Salesforce CRM to enhance marketing operations.

Client Success Manager

GradesFirst / Dec. 2011 - Jun. 2013

- Managed the technical sales, onboarding, training, and support efforts for over 50 universities and community colleges across North America.
- Served as the primary customer liaison, maintaining a 100% client retention record in the Client Success role while utilizing Salesforce CRM.

Marketing Coordinator

SCA Performance / Oct. 2010 - Dec. 2011

- Managed all of the marketing and sales support efforts.
- Coordinated with outside sales on new leads and developed relationships within our national dealership network.

Education

University of Alabama

Bachelor of Arts, Public Relations
May 2010

University of Alabama-Birmingham

Masters of Business Administration
December 2022

Leadership

The Chief Marketing Institute / 2018-2019

Executive Development Program, Marketing
Leadership - Cohort I

American Marketing Association / 2014-2020

President (2018-2019), VP of Technology (2014-2018)
and Board Member

Altec Mentor Program (AMP) / 2019-2020

Class of 2020