

# BARBARA LLULL

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## Professional Summary

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Results-focused, strategically- and operationally-minded marketing professional with 20+ years of experience leading marketing strategy, marketing planning, branding, creative services, marketing intelligence, paid media, communications, channel marketing, and field marketing to achieve objectives - for B2C and B2B. Consistently rated as a top performer for my collaborative approach.

## Accomplishments

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- **Improved department accountability scores** by implementing a new annual marketing planning process with the 150+ marketing team. Aligned all marketing teams and projects to priorities and company objectives.
- **Built five new high-performing marketing departments** (Integrated Marketing, Internal Creative Services, Branding, Planning, and Shared Services) with collaborative ways of working and a focus on accountability and results.
- **Achieved a 90% adoption rate** when I rolled out a new marketing planning process in North America, the company's largest market.
- **Generated 118- 483% more interest in the company's contractors and a 15% increase in brand leadership** with the first storm-response marketing strategy and campaign.
- **Launched 30+ new products a year**, and coached teams on differentiated positioning; contributed to exceeding sales targets by 11%.
- **Achieved record-breaking lead sign ups** with optimized media approach and improved customer conversion journeys.
- **Increased campaign activation speed by 80%** by revamping campaign launch approach.
- **Achieved 200% more sign ups** for product webinars using a new paid media approach.
- **Coached 300 sales, marketing and customer service professionals** on the communication strategy when the company discontinued 30 brands.
- **Lead the consolidation of multiple brands** into a new branding structure.

## Awards

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- Four American Design Digital Campaign Awards for web pages, emails, and digital ads.
- Electrical Distributor "Best of the Best" award for integrated marketing campaign.
- Top-three marketing planner worldwide at Philips Lighting.
- GAF Presidential Award Runner Up.

## Skills

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- Data-driven decision making
- Strategic development and planning
- Customer journeys, lead gen & conversion
- Brand strategy, story-telling & guidelines
- Complex project and process management
- Digital marketing (web, email, media)
- Go-to-market strategy and launch
- Forecasting and budget management
- A/B testing and optimization
- Campaign and communications
- Emotional intelligence
- Developing high-performing teams

## Work History

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**Sr. Dir. Center of Excellence (Media, Planning, Email & Integrated Marketing)** 08/2023 to Present  
**GAF** (\$5B privately-owned roofing company) – Parsippany, NJ

- Strategic planning: Lead the annual and mid-year strategic marketing planning process to align all marketing to priorities and objectives across the 150+ person marketing department (product, retail, distribution, programs, digital, communications, training, and research)
- Homeowner lead strategy: Develop and implement omni-channel marketing strategy that drives leads – with specific lead targets, MQL targets, and quality scores.
- Paid media: Oversee the strategy, execution and measurement of a \$10M+ paid media program to drive customer acquisition and engagement. Used optimizations and metrics to achieve record-breaking leads (+400%) and lowered CPLs by 76%.
- Email marketing: Deliver outstanding email engagement results for multiple audiences for GAF and other brands under the parent company - .05% unsubscribe average, 28% unique open rate average, and 13% CTOR average.
- Creative development: Manage the creative development of all digital brand guidelines, media landing pages, emails and digital ads.
- Sales alignment: Lead all field marketing projects for strategic accounts.

**Sr. Director Integrated Marketing & Email Marketing**

09/2022 to 08/2023

**GAF** (\$5B privately-owned roofing company) – Parsippany, NJ

- Campaign strategy & development: Oversaw the 360-degree campaign strategy and execution for all product launches, brand campaigns and conversion initiatives to ensure alignment to objectives, brand guidelines and messaging – targeting homeowners and contractors.
- Creative development: Managed the creative development for all digital assets including paid media ads, emails, media landing pages, and social posts.
- Email / texting strategy: Led the strategy, planning and deployment of emails for GAF and two sister companies. Optimized using A/B testing. Lead texting strategy and approach.
- Budget management: Managed and tracked spending for a \$12M digital marketing budget.

**Director Integrated Marketing / Email Strategy**

06/2019 to 09/2022

**GAF** (\$5B privately-owned roofing company) – Parsippany, NJ

- Campaign strategy & development: Led all aspects of a 360-degree, end-to-end campaign strategy for 20+ priorities focused on leads, revenue, brand preference, and sign ups.
- Paid media: Continually optimized \$10M paid media budget – using data on digital performance across all audiences and channels – to achieve performance goals.
- Email strategy: Oversaw the plan, strategy, development and execution of 500+ emails / year. Utilized A/B testing and dynamic content for optimization and personalization.

**Sr. Manager B2B Product Marketing**

06/2018 to 05/2019

**Synchronoss** (Cloud Services developer) – Bridgewater, New Jersey

- Sales collaboration: Trained global sales teams on product positioning, go-to-market strategies, and key targets for Smart Buildings, Cloud, Messaging and Digital products.

**Director of Strategy, Marketing Operations, and Market Research**

11/2016 to 03/2018

**Philips Lighting** (Global lighting manufacturer) – Somerset, New Jersey

- Strategic planning: Successfully launched a new marketing planning process in the U.S. to create annual marketing plans across all products, channels and segments with alignment to best practices, strategic objectives, and budget. Drove collaboration across four business groups / 20 marketing teams. Presented to CEO and Global Executive Leadership teams.
- Marketing operations: Increased effectiveness of marketing by identifying, recommending and leading the implementation of process improvements. Prepared presentations, monthly scorecards and topics for discussion at leadership team meetings. Managed \$25M budget.
- Market intelligence: Led team responsible for competitive information gathering, brand preference testing, NPS surveys, primary and secondary research, persona creation, emerging trends and data analysis.

**Sr. Manager, Creative Services, Marcom & Brand**

12/2012 to 11/2016

**Philips Lighting** (Global lighting manufacturer) – Somerset, New Jersey

- Creative services: Led an in-house Creative Services department of seven remote people (designers and project managers) on the strategy and execution of 100+ B2B marketing campaigns and product launches in the U.S. and Canada.
- Branding: Established an overall vision, brand strategy, brand story and brand architecture for 10 brands with adherence to branding for all deliverables.

**Manager, Brand & Brand Strategy**

07/2011 to 12/2012

**Philips Lighting** (Global lighting manufacturer) – Somerset, New Jersey

- Facilitated discussions with headquarter colleagues (Europe) on how to create brand strategy, brand architecture, and brand guidelines for 40 newly-acquired brands.

**Philips Lighting** (Global lighting manufacturer) – Somerset, New Jersey

- Developed regional marketing, promotional and lead-generation strategies. Collaborated with field sales and field marketing teams to create regional- and account-specific plans.

**Manager, Product Marketing**

12/2005 to 08/2007

**Philips Lighting** (Global lighting manufacturer) – Somerset, New Jersey

- Led cross functional teams for two of the company's "Mission Critical" go-to-market products. Developed market intro process and aligned cross-functional teams to new ways of working.

## Education

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- **MBA: Marketing**, Rutgers University of New Jersey - New Brunswick, NJ
- **Bachelor of Science: Marketing (Art Minor)**, The College of New Jersey - Trenton, NJ
- **Certification: Digital Marketing**, Rutgers State University of New Jersey - New Brunswick, NJ
- **Certification: Diversity, Inclusion and Equity**, University of South Florida and AMA

## Volunteer

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- **SCORE: Marketing Mentor**, Provide small business owners with marketing solutions.
- **TCNJ Business Mentor**, Help college students with any challenges they have in school.

## References

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- CAROLYN MCGLOGAN, Head of Canadian Marketing - *I worked with Barbara on several North American marketing projects. Barbara led several initiatives and was always on top of her game. Barbara's fact based, process oriented and collaborative nature made her a very effective leader and teammate.*
- MARVIN AARON, President Coilhose Pneumatics - *She is a very thorough, detail-oriented marketing professional who works well with others and has the drive to see projects through to their completion.*
- GERRY MESSINA, VP Marketing - *In addition to being a marketer that thinks about the big picture and implications of actions, I have seen Barbara's passion for helping others, both in the company and through volunteering; doing Good is clearly important to her.*
- Direct Reports:
  - "Her integrity and honesty is unmatched as is her ability to see the big picture. Every project we have worked on together, Barbara's insights and experience were very valuable."
  - "Not only is she easy to get along with, she knows how to keep people on track with their goals and keeps the team moving forward."
  - "Barbara treats everyone with respect and has a great sense of humor. She works just as hard if not harder than her team members and she is very approachable."
  - "Barbara embodies what all managers should be to a team. She lets her team develop new ideas and challenges us to always do better and bigger. Status quo is not an option as we try to always evolve our work under Barb's leadership."