

BARBARA LLULL

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Professional Summary

Results-focused, strategically- and operationally-minded marketing professional with 20+ years of marketing experience in driving and achieving revenue and objectives. Consistently rated as "provides exceptional results," "exceeds" and "role model" for my accountability and collaboration.

Accomplishments

- Successfully built four new high-performing departments with collaborative and effective ways of working.
- Developed the first storm-response marketing strategy and campaign which resulted in 118-483% more interest in GAF contractors and a 15% increase in brand leadership.
- Directed marketing teams responsible for launching 30+ new products a year, and coached teams on differentiated positioning; contributed to exceeding sales targets by 11%.
- Introduced a new marketing planning process in the company's largest market and achieved a 90% adoption rate goal across North America.
- Generated \$27M in total sales & about \$11M in delivered profit with an integrated campaign.
- Surpassed sign-up goal by 17% and generated \$10M revenue with an integrated campaign.
- Increased campaign activation speed by 80% by revamping campaign launch approach.
- Reduced paid search cost per click by 47% and cost per conversion by 50% through conversion optimization and tagging.
- Coached 300 sales, marketing and customer service professionals on the communication strategy when the company discontinued 30 brands and spun off from the parent company.
- Achieved 200% more sign ups for product webinars using a new paid media approach.

Awards

- Three American Design Digital Campaign Awards.
- 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

- Data-driven decision making
- Go-to-market strategy and launch
- Customer journeys, lead gen & conversion
- Brand strategy, story-telling & architecture
- Complex project and process management
- Attention to deadlines and budget
- Strategic development and execution
- Forecasting and budget management
- A/B testing and optimization
- Creative and innovative ideation
- Emotional intelligence
- Developing high-performing teams

Work History

Sr. Director Paid Media & Email Center of Excellence

08/2023 to Present

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

- Oversee the strategy, execution and measurement of a \$10M+ paid media program. Reduced CPLs by 73% for homeowner conversion campaign since taking responsibility for paid media. Optimize campaigns weekly using data, insights and testing.
- Successfully introduced an annual strategic marketing planning approach for a 100+ person team to ensure all marketing is tied to priorities and objectives. Oversee changes in plans and priorities.
- Deliver outstanding email engagement results for multiple audiences for GAF and other brands under the parent company.
- Develop new behavior-based training for the digital team to improve accountability, collaboration, and marketing excellence.
- Created segmentation approach with alignment from cross-channel functions (SalesForce, IT, Training, Events, and Programs) to improve personalization, messaging, and differentiation at all points of entry.

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. Created innovative approaches to achieve objectives and continually optimized campaign components based on insights.
- 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.

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

- Campaign strategy & development: Led all aspects 360-degree, end-to-end campaign strategy for 20+ priorities focused on leads, revenue, brand preference, and sign ups. Aligned all marketing channels to objectives. Optimized monthly.
- 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 spending for a \$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. Collaborated with stakeholders to keep projects on-track and tasks prioritized. Used audience insights, value props, and personas to align campaign messaging, visuals, and touchpoints for better conversion.
- Branding: Established an overall vision, brand strategy, brand story and brand architecture for 10 brands with adherence to branding for all deliverables.

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

- Facilitated discussions with global colleagues on how to create brand strategy, brand architecture, and brand guidelines for 40 newly-acquired brands. Transitioned 40 independent brands to be an integrated part of Philips portfolio. Partnered with sales managers and GMs across North America to gain agreement on the approach.

Senior Manager, End User and Channel Marketing

08/2007 to 07/2011

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 campaigns to accomplish objectives. Established annual channel plan.

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 way of working; won global quality improvement competition.

Education

- **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
- **Certification: Diversity, Inclusion and Equity Leadership**, AMA