

HEATHER CREIGHTON

Seattle, WA

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EVENT MARKETING MANAGER | FIELD MARKETING | PIPELINE & REVENUE GENERATION

Marketing leader with 9+ years of experience executing high-impact event programs that drive pipeline, revenue, and customer engagement. Proven ability to manage event strategy and execution end-to-end while partnering closely with sales, leadership, and cross-functional teams. Strong track record of translating marketing initiatives into measurable business outcomes in fast-paced, growth-oriented environments.

KEY ACCOMPLISHMENTS

- Led event strategy and customer engagement that contributed to a **\$60M deal** at Sterling Specialty Chemicals
 - Built and executed customer events, tours, and executive experiences generating high-value pipeline and follow-up engagement
 - Reduced event spend by **\$30K** while improving lead quality and ROI at WWT International
 - Grew LinkedIn audience by **7,000+ in 6 months** through integrated event and content strategy
 - Secured a **\$20M deal** through targeted marketing, events, and stakeholder engagement
 - Increased sales by **250%** through demand generation and outreach initiatives
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CORE SKILLS

Event Strategy & Execution | Field Marketing | Demand Generation

Pipeline Development | ROI & Performance Tracking | Sales Alignment

Cross-Functional Collaboration | Stakeholder Management | Campaign Execution

PROFESSIONAL EXPERIENCE

Marketing Manager

Sterling Specialty Chemicals

Jan 2024 – Nov 2025

- Lead end-to-end execution of event portfolio including conferences, customer tours, executive events, and industry activations
- Partner with sales and leadership to align event strategy with pipeline and revenue goals
- Built and executed a customer event experience tied to a major conference, contributing to a **\$60M deal**
- Manage all aspects of event execution including branding, registration, attendee communications, logistics, and on-site coordination
- Track event performance, engagement, and pipeline impact, providing insights and recommendations
- Develop event content and messaging aligned with brand and business priorities

Brand Manager

WWT International

Feb 2023 – Jan 2024

- Executed global event strategy across industry conferences and customer engagements
- Designed alternative event approach that reduced spend by **\$30K** while improving ROI and lead quality
- Partnered with business development teams to align events with pipeline generation goals
- Managed vendors, partners, and event stakeholders across multiple initiatives

Director of Marketing & Culture

EPMA Project Management Consulting

Jan 2022 – Feb 2023

- Led execution of marketing campaigns, events, and engagement initiatives across the organization
- Managed timelines, workflows, and cross-functional coordination across teams

- Developed structured marketing programs tied to engagement and business outcomes
- Increased engagement by **50%** through integrated campaigns and communication initiatives

Creative Marketing Coordinator

Engel & Völkers

Jun 2021 – Jan 2022

- Built and executed marketing campaigns, events, and client engagement initiatives
- Developed and presented strategy that secured a **\$20M deal**
- Managed event logistics, vendor coordination, and campaign execution

Marketing & Transaction Coordinator

Marcus & Millichap

Nov 2019 – Jun 2021

- Supported deal flow through marketing, outreach, and campaign execution
- Created marketing materials and coordinated investor communications

Real Estate Advisor

Engel & Völkers

Mar 2018 – Nov 2019

- Managed client relationships and executed targeted marketing strategies
- Closed residential transactions end-to-end

Marketing & Sales Agent

Houston House Buyers

May 2015 – Mar 2018

- Built and executed marketing campaigns to drive lead generation and sales
- Increased monthly sales by **250%** through structured marketing efforts
- Managed high-volume pipeline and customer communication

EDUCATION

Bachelor of Business Administration (BBA), Marketing
Belmont University

CERTIFICATIONS

Scaling Up Business Certification

Wharton – Viral Marketing & Content Strategy

TOOLS

Salesforce | HubSpot | Google Analytics | CRM Systems

Microsoft Office | Canva | Adobe Creative Suite