

# HELEN MUBARAK BOULTINGHOUSE

Digital marketer intent on driving data-enabled sales growth and productivity.

## SKILLS

Integrated Marketing Communications (IMC), digital marketing, eCommerce, marketing automation, corporate communications, public relations, organic and paid social media marketing, project management, AP Style, copywriting, public speaking, basic HTML, fluent and literate in Spanish

## SOFTWARE

Marketo, Magento, Adobe Creative Suite, Adobe Experience Manager, Adobe Analytics, Google Analytics, Wrike, Microsoft Office Suite, Microsoft Sharepoint, WordPress, LeadMethod

## CONTACT INFORMATION

+1 (913) 302-3702  
helen.mubarak@gmail.com  
www.helenmubarak.com  
6560 W. 51st St., Mission, KS 66202

## EDUCATION

### NORTHWESTERN UNIVERSITY, EVANSTON, ILL.

#### Master of Science, Integrated Marketing Communications (2012-2015)

- Recipient of the 2015 Stanley Tannenbaum Memorial Award for highest cumulative grade-point average in recognition of scholastic achievement and promise of success in marketing communications.
- Second place, \$2,000 prize in Coca-Cola sponsored National NetBase Competition for social media strategy

### UNIVERSITY OF KANSAS, LAWRENCE, KAN.

#### Bachelor of Science, Journalism and Bachelor of Arts, Spanish (2007-2011)

- Recipient of Watkins-Berger scholarship, Roger N. Wooldridge scholarship, Howard S. Bressler scholarship, Thomas J. McGrath scholarship and an Honors Research Development Grant
- Public relations and marketing internships with Barkley Ad Agency, Kauffman Foundation, and PKD Foundation
- Member of the Honors Program, Honor Roll, Phi Beta Kappa Honor Society, Sociedad de Honor, Global Awareness Program, Center for Community Outreach and the University Daily Kansan

## WORK EXPERIENCE

### DIGITAL MARKETING MANAGER

#### Grundfos, Lenexa, Kan. (2015 - Present)

- Lead digital marketing team of two in executing best practice strategy for successful demand generation, lead nurture, scoring, segmentation and lead lifecycle management
- Use real-time data to iterate and optimize marketing automation campaigns and better serve potential customers
- Built database of more than 230,000 end users, delivering ~2,000 MQLs per month and maintaining a >70% MQL-to-SAL opportunity rate
- Fueled sales with \$1.6MM in marketing-attributed revenue and \$5MM in quotations YTD
- Implemented SLA and lead management tool to improve channel partner engagement with MQLs, increasing lead contact rate by >200%
- Project managed eCommerce pilot for industrial parts and development of Grundfos WellConnect app to digitize groundwater drillers' business operations

### CONTENT MARKETING MANAGER

#### Grundfos (2014 - 2015)

- Developed vision for content portfolio that focused on attracting and nurturing leads and increasing share of wallet among existing customers through marketing automation
- Created targeted, relevant, customer-centric content

### PUBLIC AFFAIRS OFFICER

#### Grundfos (2013 - 2014)

- Expanded Grundfos brand awareness among target audience through news releases, case study pitches and op-ed submissions
- Created strategy and messaging for Grundfos social media presence on Facebook and Twitter, growing audience by 18%

### COMMUNICATIONS OFFICER

#### Grundfos (2011 - 2013)

- Executed internal and external communications strategies