

Marilyn Heywood Paige, M.S.

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Marketing Executive who increases revenue for mid-sized companies in SaaS, healthcare, financial services, and construction by solving complex communication challenges. I turn business goals into research objectives and translate the insights into integrated, measurable marketing plans.

- Maximize ROI by strategically integrating SEM, SEO, social, content, & PR campaigns.
- Build lean, productive, engaged marketing teams.
- Integrate cross functionally with sales, R&D, operations, and product development.
- Bolster HR efforts through strategic recruitment marketing.

Experience

Paige Black, Denver, CO

Advisor / (October 2021 to present)

Fractional Chief Marketing Officer / (2017 - October 2021)

I provided fractional CMO services to clients in SaaS, financial services, medical devices, management consulting, construction, manufacturing, orthodontics. Agency revenues grew 25% year-over-year through my sales and account management. I pivoted into a strategic advisor role Q4, 2021.

SaaS - Differentiated client's solutions in crowded marketplace through [brand messaging blueprint](#), email and content marketing campaigns resulting in a million-dollar statewide municipality contract.

CPA Services - Content marketing and public relations campaigns brought in three new enterprise clients in six months and secured a monthly guest writer role in *CPA Practice Advisor*.

Medical Devices - Designed and implemented market research study and used insights to develop [social media strategy](#) that increased conversions 500%.

Management Consulting - Market research, brand positioning, messaging blueprint, and social media strategy achieved a 100% increase in sales conversations.

Construction - Rebranding, [website build](#), content marketing, social media, and employee recruitment strategy resulted in bolstering the firm's reputation and authority which led to new contracts and seats on the boards of several influential organizations.

Manufacturing - Designed industry, competitor, and target market research studies to build SEO content marketing, trade show assets, and social media strategies resulting in \$2M in closed business.

Property Management - [SEO content marketing](#) strategy increased page traffic 570% and average time on page increased from less than twenty seconds to over three minutes per session.

Event Management - Initiated PR strategy resulting in a dozen editorial placements in national magazines which lead to a five-point jump in website authority in eight months and two industry awards.

Paige Black Agency - [Designed, built, and wrote agency website](#). Designed new products and services that attracted new clients and increased revenues 25%. Hired, trained, and scaled marketing team to execute plans on budget and as promised. Developed written processes and best practices for scaling the agency.

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Fig Advertising & Marketing, Denver, CO

Vice President of Marketing / (2015 - 2017)

I developed new business, managed client relationships, directed execution of marketing campaigns, and managed a team of specialists.

Carpet & Flooring Retailer - Built website, managed SEO content marketing, social media, and email campaigns resulting in 500% lift in sales and an ROI of \$1.00 for every .36 cents spent.

Homelessness Nonprofit - Defined brand voice, target audiences, and brand strategy. Built website and devised content marketing strategy that garnered a 16% increase in donations.

Paige Integrated Marketing, Broomfield, CO

Principal / (2008 - 2015)

Psychiatry Office - Implemented CRM and email automation resulting in \$25,000 of recovered billables.

Chamber of Commerce - Competitor analysis and target market research contributed to the successful rebranding of the organization into a 21st Century business resource.

Hotel & Restaurant - Updated website design and content, and implemented SEO resulting in 12% increase in year-over-year room night bookings.

Ultimark Products, Bala Cynwyd, PA

QVC Product Spokesperson / (2004 - 2008)

Honed the art of the six-second pitch by presenting garden products on live TV, positioning the brand's features and benefits, and reacting in real time to sales analytics. Achieved highest sales in the garden company's history.

Barnes & Noble Booksellers, Philadelphia, PA

Community Relations Manager / (1996 - 2005)

Produced live event content to get a diverse range of audience segments out of their homes and into the stores. I partnered with government agencies, businesses, nonprofits, and universities for subject matter experts and content development. Conceptualized and produced over 600 events. Promoted each through PR and email marketing, increasing sales an average of 5% per month.

Thought Leadership

University of Denver, Denver, CO

Adjunct Professor (Part-time) / (2018 - Present)

Teach graduate courses in brand management, public relations, digital marketing, and social media emphasizing real-world applications, ethics, and professional integrity.

Education, Certifications, & Skills

M.A. Behavioral Economics, Projected 2024 Chicago School of Professional Psychology

M.S., Integrated Marketing Communications from West Virginia University

B.A., English from Seton Hill University