

HANNAH LIVERGOOD

hannahlivergood@gmail.com | 214.536.1154 | www.linkedin.com/in/hannah-livergood

Summary

Proven programs and channel manager with SaaS, physical security, AI, and tech industry experience. Practiced and highly effective in lead generation, sales enablement, competitive intelligence, program management, and content creation. I bring data-informed decisions and marketing strategy together to drive results.

Experience

Global Partner Programs Manager | Eagle Eye Networks | Austin, TX | 10/2022 – Current

- Manage all global sales and partner programs strategy and execution by developing and launching four separate programs
- Establish materials and process for new competitive intelligence program for company enablement
- Drive sales enablement strategy with training, support, and cooperative sales and marketing efforts
- Lead partner communication, education, and support through partner lifecycle
- Own marketing materials, collateral, and messaging related to new technology partner integrations and product launches
- Manage and develop relationships with dealers, distributors, and technology partners

Marketing Manager | Smarter Security | Austin, TX | 04/2021 -10/2022

- Owned product messaging and go-to-market activities for new Door Detective and Fastlane Turnstile product launches as well as new technology partnerships, increasing brand positioning 14%
- Managed sales reporting, marketing reports, and data analysis
- Manage and develop relationships with technology partners
- Deployed CRM transition across the entire organization from Salesforce to HubSpot and implemented lead scoring and lead workflows
- Developed all channel and end user marketing including: blogs, newsletters, campaigns, collateral, social media, and photography growing website visitors 22% and social media followers 39%
- Maintained and optimized website, SEO, PPC (budget over \$100k annually), and demand generation improving GoogleAds conversions 40%

Marketing Manager | ReconaSense | Austin, TX | 04/2021 - 10/2022

- Owned go-to-market launches on new releases, product announcements, and product messaging
- Created sales and marketing lead workflows
- Authored and designed all eBlasts, blogs, newsletters, marketing emails, campaigns, and collateral
- Organized and attended trade shows such as ISC West, ISC East, GSX, BOMA, NACCU, IAHS, GovSummit, ect.
- Manage and develop relationships with technology partners
- Complete redesign of ReconaSense website and SEO strategy

Account Manager | BKCW Insurance | Austin, TX | 04/2020 - 04/2021

- Managed and grew territory clients to over 2,000 accounts (+\$1,000,000 recurring revenue)
- Wrote and edited company guides, proposals, forms, documents, and collateral
- Supported branch growth, website maintenance and SEO

Technical Writer | Knowledge Based Systems Inc. | College Station, TX | 11/2019 - 06/2020

- Created business proposals and products contracted with US government
- Wrote technical manuals, guides, datasheets, and messaging for SaaS
- Held a confidential government clearance as a contractor for the Department of Defense

Product Marketing Consultant | Freelance | Central, TX | 08/2017 - 11/2019

- Worked with businesses to equip them with sales strategy and marketing tools to succeed
- Product marketing, content strategy, copywriting, market research, and reporting
- Sales tools, competitive intelligence, web, SEO, design, branding, and photography

Product Marketing Associate | Faubion Associates | Dallas, TX | 05/2015 - 08/2017

- Owned product messaging
- Supported new products, designs, and large project initiatives
- Created all collateral, lead processes, and sales enablement tools and messaging strategy

Education

Master of Science: Digital Marketing & Data Analytics, St. Edward's University

Bachelor of Arts: English, Minors: Communications, Digital Art, 2D Design, Texas A&M University

Industry

- **SIA** - Member
- **RISE** - Member
- **Women in Security Forum** - Member
- **2023 Sales Supporter Award** - First recipient of a company-wide award for the individual that played a pivotal role in supporting the sales organization.

Skills

- **Marketing:** Product Marketing, Channel Marketing, Content, SEO, CRM Management, Email Marketing, Mobile Marketing, Marketing Strategy
- **Analytics:** Grafana, SPSS, IBM Modeler, Excel, Google Analytics, Zoho Analytics, Data Management
- **Ads:** Google Ad Search Certification, LinkedIn Ads, Facebook Ads, PPC Campaigns
- **Social Media:** LinkedIn, Facebook, Twitter, Instagram, YouTube
- **Design:** Adobe Suite, Procreate, Canva, Product Photography
- **Website & Programming:** WordPress, GoDaddy, HTML, CSS
- **Writing:** MLA, APA, Chicago, Copywriting
- **CRM:** Salesforce, Pardot, HubSpot, Marketo, Oracle, Zoho
- **Marketing Tools:** Microsoft Suite, Google Suite, Mailchimp, ON24, Zoom, Survey Monkey, Asana, Monday.com
- **Languages:** English, Spanish, Italian