

# HANNAH LIVERGOOD

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## Summary

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

## Experience

### **Channel Marketing Manager | Rhombus | Sacramento, CA (Remote) | 11/2024 – Current**

- Manage channel partner, reseller, and integration communications
- Strategy and creation of Partner Programs
- Support partner-focused events
- Reporting and tracking through partner recruitment, lifecycle, and stages
- Sales enablement for general sales and channel sales teams

### **Global Marketing Manager, Partner Programs | Eagle Eye Networks | Austin, TX (Remote) | 10/2022 – Current**

- Independently manage all global sales and partner programs strategy and execution
- Research and prepare materials and process for competitive intelligence
- Drive sales enablement strategy in collaboration with training, support, and sales and marketing efforts
- Lead partner communication, education, and support through full partner lifecycle
- Create and commercialize NPI announcements, launches, marketing materials, collateral, and messaging related to technology partner integrations
- Manage and develop relationships with dealers, distributors, and technology partners
- Increased co-op requests 300% YOY, managed the partner marketing budget
- Led partner marketing team of 6

### **Digital Marketing Manager | Smarter Security | Austin, TX | 04/2021 – 10/2022**

- Led 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
- Managed and develop relationships with technology partners
- Deployed CRM transition across the entire organization from Salesforce to HubSpot and implemented lead scoring and lead workflows for increased lead generation metrics
- 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%

### **Digital 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 | 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 and security resellers 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
- **SIA Time Mentorship Program** - 2024 Mentee
- **RISE** - Member
- **Women in Security Forum** - Member
- **2023 Sales Supporter Award (Eagle Eye Networks)**- 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
- **Design:** Adobe Suite, Figma, Procreate, Canva, Product Photography
- **Website & Programming:** WordPress, GoDaddy, HTML, CSS
- **Writing:** MLA, APA, Chicago, Copywriting, content creation

- **CRM:** Salesforce, HubSpot, Marketo, Oracle, Zoho
- **Marketing Tools:** Microsoft Suite, Google Suite, ON24, Zoom, Survey Monkey, Asana, Monday.com

For work samples, visit: [hannahlivergood.com](http://hannahlivergood.com)