

# BREE DETERS



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## Data-driven and effective leader with 15 years experience in business strategy & planning, marketing operations, management, data & analytics

- Strategic planning
- Marketing management
- B2B, ABM, B2C
- Marketing communications
- Team leadership & performance
- Systems & change management
- Data strategy
- Reporting & analysis
- Email marketing & automation
- Paid + organic media management
- Adaptable & flexible
- Goal-oriented
- Proactive "get stuff done" approach
- Cross-functional team leadership
- Creative problem solver

### Lumivero | Data Analytics

Director, Marketing Strategy & Operations; 2023 - Present  
Marketing Automation Manager; 2022

- Planned multiple integrated marketing campaigns for key launches cross entire product portfolio and managed the team executing the campaigns, exceeding MQL goals for each the launches
- Marketing lead for all post-acquisition systems integrations and consolidations for 4 companies in 2023 -- including marketing automation, CRM, and web properties -- reducing new lead sync and routing issues by nearly 100% while incrementally improving lumivero.com site health and SEO performance
- Launched new ECommerce cart that increased online ASV by 11.1% while implementing a cart abandonment email sequence that recovered \$85k in revenue in 3 months (29% of abandoned carts recovered)
- Designed, implemented, and maintaining comprehensive marketing data strategy, including marketing multi-touch attribution platform (Full Circle), and leveraging MTA reporting to increase lead quality significantly
- Manage key marketing vendors and partners, and once negotiated an unplanned \$45k fee down to \$0
- Optimized free trial nurture and tracking to nearly double attributable revenue for the email channel

### Grow Brightly | Business Consulting

Online Business Manager & Consultant; 2019 - 2022

- Partnered with online entrepreneurs to effectively build their business & increase net profit via strategic marketing, efficient planning, lean systems, processes, data/analytics, and project management
- Continuously proposed ideas to business owners & implemented plans that increased their revenue and profitability in sustainable ways, helping multiple clients increase net profit 1.5-2x in 2 years or less
- Lead multiple teams of 3-10 to complete creative, strategic, and tactical projects on time and within budget for major marketing & sales launches and blended ROAS >1.10

### DC Trident | Professional Sports

Team Manager & Marketing Manager; 2020-2022

- Managed a professional swim team of 42 athletes & staff as they competed in Budapest, Hungary in Fall 2020, and in Naples, Italy in Fall 2021, which then qualified for the playoffs in Eindhoven, Netherlands
- Responsible for team marketing, PR, logistics, operations and finances before, during & after seasonal camps
- Advocated for athlete & staff safety & needs for training and competition to the league

"I love Bree's awesome attitude and eagerness to make things happen. When I approach her with a problem, I know that she'll always bring creative, new ideas to the table." - Kaitlin Hogan

"Bree is a professional through and through. Her communication, organization and leadership all made it easy & fun to work on her team." – Crystal Coleman

**Digitas | Marketing & Media Agency** Associate Director, Strategy & Analytics; 2017 – 2019

- As clients' Strategy & Analytics Lead, managed ideation, creation, and execution of marketing & measurement strategy, KPI and goal development, measurement framework, and performance analysis for clients:
  - Major bank that ran a \$40m, 3-week integrated campaign in the US to increase brand awareness and brand consideration, successfully resulting in statistically significant increase in both KPIs
  - Doubled global conversion rates on a digital campaign run across 4 continents for an oil & gas company
- Identified innovative opportunities in media, data, and measurement (including primary research) and pitched ideas to clients

**Rise Interactive | Marketing & Media Agency** Associate Manager, Analytics; 2015 – 2017

- Lead Strategic Planning team that developed cohesive marketing strategies & roadmaps for new clients, resulting in a client retention/upsell rate of 80+%
- Created and managed all internal and client delivery processes for the Analytics team, shortening runway to clients' first major wins and increasing collective billable rate of team members director-level and below.

**BAI | Banking & Finance** Manager, Marketing Analytics; 2014 – 2015

- Conceptualized and built comprehensive lead-to-cash automation and analytics strategy for 3 lines of business that increased lead engagement rate by 42%
- Marketing Product Owner for IT & Development teams' Agile workflows and responsible for performance of marketing and lead generation process & systems, data quality and email deliverability

**Celsis | BioTech** Marketing Manager; 2013 – 2014  
Marketing Operations Associate; 2012 – 2013

- Lead global digital marketing lead generation efforts, including Marketo & Salesforce administration, marketing analytics, tradeshow & public relations that resulted in the highest annual revenue in the history of the business
- Executed a brand re-launch that paved the way for a successful acquisition by Charles River, Inc.

**Biolase Technology | BioTech** Marketing Communications Manager; 2011 – 2012  
Marketing Event Coordinator; 2007 – 2009

- Managed content & asset creation for sales and marketing events that generated high quality leads & increased tradeshow booth traffic by 80%
- Project manager of \$2m integrated advertising budget and achieved lowest cost-per-sale ratio in company history by reducing event expenses over 50% with new processes

**DePaul University** *Master of Business Administration, Marketing Strategy & Planning*

**University of Southern California** *Bachelor of Science, Kinesiology*