**DIANE SHELTON**

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**SUMMARY**

Sr. Manager for Field Marketing and Segment Strategy with extensive experience in developing and executing innovative ABX campaigns for the IT services and network industry. Results-driven, highly organized Marketing leader skilled in account-based marketing, event planning and execution, leadership, process improvement, demand generation, campaign marketing and strategic planning. Adept in leading cross-functional teams, managing budgets and optimizing marketing performance. Proven track record of leveraging data-driven strategies to increase brand awareness, generate leads and drive customer acquisition and revenue growth.

* ABX Certified
* Budget Accountability
* DemandBase
* ROI Tracking
* Campaign Marketing
* Demand Gen
* Salesforce/Marketo
* Account-Based Marketing
* Event Planning/Execution

**EXPERIENCE**

# LUMEN St. Louis, Missouri

# Sr. Manager, Field Marketing and Segment Strategy 2020 - Nov 2023

* Designed and executed an ABX strategy targeting select enterprise accounts resulting in sales funnel growth 8% faster than enterprise accounts not in the ABX program.
* Increased sales activity against ABX accounts by over 30%.
* Pioneered and executed innovative sales programs, propelling the Central Region to lead the nation in Edge and equipment sales, establishing the Central Region as the sole region to consistently achieve monthly sales targets, boasting a perfect record of 9 out of 9 months through tight partnership with Sales and Customer Success.

# Created and directed field marketing strategies and national marketing programs that improved brand awareness, generated demand and grew funnel.

# Effectively led a team of Field Marketing Managers to drive new sales and customer retention nationally in the enterprise space through account-based marketing (ABM) strategy.

* Through innovative events and campaigns, drove funnel growth and new business with returns on marketing investments (ROMI) that typically exceeded 100X.
* Created efficiencies with lead delivery and on-net sites in Salesforce.
* Coached, hired, and mentored a high-performing team, cultivating talent that excelled and earned promotions into managerial positions.

Sr. Manager, Mid-Market Field Marketing 2019 – 2020

* Hired, coached, and mentored the first-ever team of Field Marketing Managers aligned to mid-market sales teams nationally.
* Spearheaded successful marketing campaigns and events, including trade shows, product launches, and mid-market customer engagement initiatives to increase brand awareness and sales based on regional needs.
* Utilized data-driven insights to optimize marketing programs, improve ROI, and track key performance metrics.
* Collaborated with cross-functional teams to ensure alignment of marketing efforts with sales objectives and overall business goals.
* Managed a regional budget for events and sponsorships returning a consistent positive ROI.

Sr. Lead Field Marketing Manager, Enterprise 2018 – 2019

* Planned and managed grassroots marketing initiatives, such as local events, sponsorships, partnerships, and tradeshows to build brand awareness, funnel development and acceleration among targeted accounts.
* Developed and executed field marketing strategies to increase brand visibility and drive sales in enterprise accounts based on the needs of the local market.
* Provided sales enablement support implementing sales tools such as social selling (Everyone Social and LinkedIn Sales Navigator), Outreach, Marketo, D&B, and ZoomInfo.
* Leveraged marketing automation tools and CRM systems to capture, qualify, and follow up on leads generated from field marketing activities and marketing campaigns.
* Participated in regular sales meetings and planning sessions to gather feedback, share insights, and refine marketing plans based on evolving business needs and market dynamics.

Sr. Global Account Manager 2015-2018

* Managed a base of customers using solution-selling and outcome-based techniques for network and IT services.
* Average quota attainment between 80% to 90% for revenue growth within the named account base.
* Worked closely with existing customers to understand critical business issues and increase wallet share resulting in a 90% retention rate.
* Managed customer issues and service delivery issues with minimal credits, write-downs or escalations.

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# WINDSTREAM St. Louis, Missouri

# Regional Account Management Director 2012-2015

# Senior Account Manager 2006-2012

* Led a team of nine account managers in Missouri, Wisconsin, and Indiana, surpassing sales and retention performance objectives.
* Developed account managers skill sets through effective leadership and training which led to exceeding sales objectives and monthly revenue quotas while managing sales funnel and management reporting.
* Hired, coached, and mentored talent, with members still contributing to the business.

**EDUCATION**

# B.A., Business Administration and Information Systems, Maryville University (St. Louis, Missouri)

# HubSpot Digital Marketing Certification, February, 2024

# ABX Certification, Demandbase Academy, May, 2022