

Vicky Sarmiento



15 years in data-driven Account-based marketing practices. 10 years leading teams. Highly strategic and goal-oriented. Skilled communicator and public speaker. Community builder and DEI advocate.

Experience

Director of Marketing, FeedMob
(Previous: Marketing Manager 2018–2020)

Jan 2020 – Present

- Led digital and brand transformation, launching new channels to drive ABM and revenue-focused marketing strategies
- Built and trained FeedMob's first marketing team; aligned content, field/event, and sales enablement efforts across revenue and marketing teams. Pacing at a 30% YoY increase in pipeline leads/client upsells
- Streamlined content and thought leadership production yielding a 300% increase in conversions (across web events)
- Drives all marketing KPIs instrumental to FeedMob's brand growth:
 - 3x increase in followers on LinkedIn
 - 36x increase in subscriber base
 - 4x audience exposure increase through major content partnerships
- Led team through the pandemic; increased employee engagement by 20% resulting in a 3x YoY revenue increase

Skills

Leadership + Management

- Highly strategic; executive advisor; leads market research and analysis
- Highly analytical; certified Excel I+II, Tableau, basic SQL
- Drove implementation of CRM/marketing automation tools/tech stack optimization
- Has led performance reporting, budgeting, cost analysis, strategic resource allocation
- Grew marketing division (100% retention)
- Experienced vendor negotiator (average 40% discounted rates negotiated)
- Asana power user and skilled interdepartmental/cross-functional lead

Education

Digital Marketing Certificates

- General Assembly
- Hubspot

New York University

Cum Laude, Double Major: Politics/Philosophy

- University Honors Scholar, National Dean's List
- NYU Excellence in Leadership Award

Media

- TedX SF 2018: [Emcee Reel](#) and [Sonia Rao](#) feature
- Digital Events Highlights: [Growth During Covid-19](#), [Women in Tech](#), [Diversity & Allyship](#)

Contact + About

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Music + thrift store junkie, traveler, yogi, proud mom + burner