

# Jeffrey Quaglia

847-769-3511

quags\_2000@yahoo.com

Wheeling, Illinois 60090

## PROFESSIONAL SUMMARY

Customer centric and transformational Marketing professional with over two decades of experience in developing and executing strategic marketing initiatives to drive brand awareness and revenue growth. Familiar with both conventional waterfall and agile marketing methodologies to drive campaign execution. Proficient in various marketing disciplines including digital, ABM, events, channel, and sales enablement. Possesses a comprehensive background in Network, Security, SAAS, Cloud and data center technologies. Proven track record of effectively collaborating with cross-functional teams to create impactful campaigns tailored to target audiences. Skilled in market research, data analysis, and trend identification to optimize marketing strategies. Exceptional communication and interpersonal abilities, adept at building strong relationships with clients, vendors, and internal stakeholders. Experienced in team leadership, providing mentorship, and fostering a high-performing environment to achieve objectives.

## SKILLS

Account Based Marketing (ABM)

Demand Generation

Analytics/Data Analysis

Sales Enablement

Field Marketing

Channel Marketing

Marketing Automation

Leadership/Management

## EXPERIENCE

### REGIONAL ACTIVATION DIRECTOR (SALES ENABLEMENT DIRECTOR)

Lumen Technologies, January 2022–December 2023

- Utilized marketing expertise and sales acumen to advise senior sales directors and coach over 50 B2B enterprise sellers, leading to improved sales activation, velocity, and sales growth
- Orchestrated comprehensive account planning, funnel review and partner initiatives to improve conversion and expand deal sizes, resulting in the generation of millions in new contract value and successful closure of contracts
- Streamlined onboarding processes for new acquisition sellers, resulting in the successful interviewing, hiring, and comprehensive training of over 35 Account Managers in 2023, ensuring a skilled and cohesive team
- Advised Sales Operations teams on building and management of KPI reports and dashboards to provide analytics in support of data driven decision making
- Implemented and managed a monthly sales recognition program, resulting in a significant improvement in company culture and a decrease in internal churn rates.

### DIRECTOR, SEGMENT STRATEGY & FIELD MARKETING, EAST REGION & FINANCIAL SERVICES

Lumen Technologies, January 2017–January 2022

- Led a dynamic team of Field Marketers supporting East region and Financial Services segment, achieving 30% increase in lead generation, and maximizing pipeline growth
- Developed and executed local marketing plan & budget, resulting in an increase in sales and customer retention through digital, ABM, events, and association sponsorships
- Collaborated with cross functional teams across Sales, Brand, Product, Marketing Ops, Customer Success on product and campaign launches, resulting in an increase in audience reach and engagement

- Leveraged analytics and KPIs to measure campaign effectiveness, make data-driven decisions for continuous improvement
- Drove sales effectiveness efforts with ecosystem partners, resulting in an improvement in sales training and strategic account planning
- Played a key role in the corporate rebranding of CenturyLink to Lumen Technologies.

## **DIRECTOR, FIELD MARKETING U.S AND EASTERN CANADA**

Lumen Technologies, January 2012–January 2017

- Developed and executed local multi-touch marketing programs to generate pipelines, expedite prospects through the sales cycle, and build customer intimacy through 1:1, 1: few and C-level executive programs
- Spearheaded the transformation of sales process through procurement of Outreach Marketing Automation platform generating growth in revenue and earning exclusive Circle of Excellence award
- Managed and negotiated vendor contracts
- Worked closely with SVP and Chief of Staff cultivating local Sales and Marketing strategies for East region.

## **FIELD MARKETING, CENTRAL & WEST REGIONS**

Savvis, January 2010–January 2012

- First hire in the establishment of the North America Field Marketing team, entrusted with the strategic development and creation of targeted Marketing programs supporting Central and Western regions of United States
- Played a foundational role in hiring & shaping of complete United States Field Marketing team
- Engineered robust Field Marketing processes and spearheaded the introduction of innovative programs such as Simply Direct Surveys, ZoomInfo, Monster Connect, By Appointment Only, call blitzes, strategic association sponsorships, and a myriad of high-impact executive events and conferences
- Delivered new hire training and built an online training module on Field Marketing for Sales.

## **EDUCATION**

---

### **PROFESSIONAL CERTIFICATE IN DIGITAL MARKETING**

Northwestern University (Kellogg) Executive Education, August 2024

### **MASTER OF BUSINESS ADMINISTRATION (MBA), BUSINESS COMMUNICATION**

Benedictine University, US

### **BACHELOR OF SCIENCE CORPORATE/ORGANIZATION COMMUNICATION**

Northern Illinois University, US

## **CERTIFICATIONS**

---

- Account Based Experience (ABX) Certification, 04/01/22, DemandBase
- HubSpot Certification, In Progress
- Google Analytics Certification, In Progress
- Google Ads Certification, In Progress
- SEMrush Certification, In Progress

## **EARLY CAREER**

---

CA, Inc (now Broadcom)- Field Marketing, Channel Marketing  
Platinum Technology- Internship, Product Marketing