



# Antonette Cheib

Global Marketer and Team Builder

📍 London, UK

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## Languages

English (Native)

Spanish (Fluent)

## About

### BRANDS WORKED WITH

4me, Inc.

A L H Media

Claris International Inc.

Engie Insight.

Realvnc, Ltd.

Social Lite Inc.

Vip TV Productions

## Experience

### ● Head of Demand Generation

Realvnc, Ltd. | Jan 2022 - Now

Designing and facilitating the delivery of a demand generation strategy to include all elements – ABM, B2B marketing, PPC, partner, performance, MarTech, events, social media, and email communications.

- Producing and managing forecasts and budgets for demand generation campaigns – being accountable for spend and ROI
- Leading and managing a team (2 FTE) – helping to nurture and develop their capabilities and taking responsibility for any recruitment activity to ensure the team is equipped to produce and deliver outstanding initiatives.
- Working alongside key stakeholders in the business to ensure buy-in to and alignment of initiatives and go-to-market (GTM) strategies for product releases to the wider business strategy.
- Improvement of conversion rates across the prospect and customer journey to support activations and renewals.

### ● Director of Global Marketing (IC)

4me, Inc. | Jan 2021 - Jan 2022

Conveying a unique value proposition in the ITSM and ESM SaaS space across LATAM, AMR, EMEA, and JAPAC

- Built a team of Marketing leads to support all areas of the marketing function: Product, Communications, Demand Generation and Operations.
- Manage team collaborations across all regions and liaising with leadership teams.
- Integrate, implement, and deliver a new CRM, Marketing Automation System, and operation model.
- Implement various growth hacking initiatives in a "test and learn" model to generate more growth, not only in net new prospects, but also in team capabilities.
- Manage the production and implementation of demand generation and customer retention campaigns.

### ● Demand Generation Lead, EMEA (IC)

Claris International Inc. | Jan 2019 - Jan 2021

Bringing the value proposition of no-code, low-code SaaS solutions to businesses, partners, and consumers (B2B, B2B2C, and B2C) in the EMEA market

- Implement innovative solutions, process, and procedures across all demand generation programs and marketing operations.
- Budgeting, testing, analyzing, and optimizing search, display, programmatic, and paid social campaigns.
- Develop end-to-end strategy, campaign execution, including email, paid search, social / display ads, and P.R. from acquisition to revenue seeing a 74% increase in new business revenue.
- Led a digital transformation overhaul of marketing and sales systems involving people, process, and technology optimization of lead routing, funnel reporting & transparency, and customer data integrity. Increasing the quality of SQLs from MQLs by 112% .
- Develop messaging, content & promotions for new product go-to-market (e.g., Claris Connect) in collaboration with marketing communications, product development, and the web team for creative optimization.
- Collaborate and liaise between global sales and marketing functions

to align campaigns across worldwide markets while sharing a level of knowledge and expertise.

## ● Senior Marketing Manager

Engie Insight. | Jan 2017 - Jan 2018

Establishing energy management SaaS solution across the UK and EMEA markets

- Building, managing, motivating, and developing a marketing team consisting of content marketing, CRM, social media/PR, and brand among other areas.
- Setting brand position and ensuring marketing plans across multiple channels are coherent, aligned, and support the overall strategy.
- Build out value propositions and programs to realize revenues, helping increase revenue by 117% in 2017.
- Analyzing and delivering on key metrics that drive performance of those channels, including but not limited to: CPC, LTV, CTR, CPA, CPM
- Manage the digital marketing automation process and workflow, while shaping and driving the digital marketing strategy through nurture campaigns, drip campaigns, and UX using platforms such as, Pardot and Salesforce.

## ● Digital Marketing Consultant

A L H Media | Jan 2013 - Jan 2016

Contract consulting with international SaaS corporations such as, Callidus Cloud (Germany), SFDC Dreamforce (USA), Outbrain (USA) more upon request.

- Creating, implementing, and delivering social media and influencer marketing strategy to activate sponsorship (B2B) and ticket sales (B2C).
- Develop a strategy and implement a proactive process for capturing customer reviews. Monitor online ratings and respond accordingly.
- Create and deliver press releases, media relation's content, social media content, and speaking proposals.
- Monitor effective benchmarks (best practices) for measuring the impact of SocialMedia, PPC, and SEM ad campaigns while advising on adjustments to marketing strategy where needed.

## ● Social Media and Public Relations Manager

Vip TV Productions | Jan 2012 - Jan 2013

Plan and direct public relations programs designed to create and maintain a favorable public image for the client both online and offline.

- Create marketing and promotional materials, both print and electronic (e.g. social media creative posts, video, flyers, etc.).
- Work with influencers to expand on reach and brand awareness. Setting specific KPIs to measure influencer marketing efforts and ROI (e.g. average engagement: clicks, likes, shares, reactions, comments, brand mentions etc)
- Copy edits, proofread, and revise communications across all channels including influencer content and audience relativity.
- Create and deliver press releases, media relation's content, social media content, and speech proposals.
- Identify, develop and execute communications strategy for key media contacts and customer references.

## ● Social Media and Digital Marketing Consultant

Social Lite Inc. | Jan 2010 - Jan 2012

Implement and build on strategies using marketing tools such as, SFDC CRM, Marketo and Hootsuite.

- Oversee design (Facebook Timeline cover, profile pictures, thumbnails, ads, landing pages, Twitter profile, and blogs).
- Curate relevant content to reach the client's ideal customers via social media platforms.
- Conduct online advocacy, influencer programmes, and open stream for cross-promotions.
- Develop and expand community and/or blogger outreach efforts.
- Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. Analyze, review, and report on effectiveness of campaigns to maximize results.