

Sarah Wilkinson

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Tidal Cyber

Tidal Cyber empowers enterprises to tailor their defenses to relevant adversary behaviors.

May 2022-July 2023: Director of Product Marketing

- Established and owned the entire marketing function, including implementing HubSpot CRM and marketing operations procedures, SEO, digital advertising, and event marketing.
- Collaborated with Engineering team to implement Pendo as a means of tracking web app usage and create in-app tutorials and notifications. Worked closely with engineers to ensure a delightful customer experience across the platform.
- Developed and executed campaigns to drive both enterprise sales leads and registered users of the freely available Tidal Community Edition. Achieved 117% of MQL generation KPI for 1H 2023.
- Established messaging frameworks for ideal customer profiles and created marketing collateral to support and enable sales, including video content.
- Collaborated with the Director of Cyber Threat Intelligence to identify trending threat intelligence topics and create timely thought leadership content, including blogs and webinars.
- Coordinated with vendor and channel partners for co-marketing and sales opportunities; developed a playbook to launch coordinated campaigns for each security vendor that joined the Tidal Product Registry, including a webinar series. Also conducted analyst relations.
- Presented to board members about marketing performance; also communicated with investors and provided collateral and decks for investor relations.

Everbridge

Everbridge provides critical event management (CEM) SaaS solutions to empower resilience across enterprises.

September 2021-April 2022: Program Manager, Customer Marketing

April 2021-September 2021: Senior Marketing Specialist, Customer Marketing

- Worked with cross-functional teams to develop highly targeted strategic sales play campaigns to upsell existing customers, particularly for a new CEM for Digital solution.
- Collaborated with subject matter experts to develop and execute webinars and other content with a customer focus to support cross-selling and customer retention.
- Piloted a new, customer-driven format for user groups; the first instance of this new format received overwhelming positive feedback with over 90% of attendees requesting a quarterly meeting.

Celerium, Inc. (previously NC4)

Celerium provides tools for active cyber threat sharing and collaboration, as well as cyber education.

May 2018-April 2021: Marketing Manager

- Developed and executed marketing plans for a suite of cyber threat sharing products, delivering campaigns on time and on budget. Made budgetary recommendations based on campaign results.
- Developed and wrote thought leadership content including whitepapers and webinars.
- Successfully transitioned from the NC4 brand to the Celerium brand, including generating new website content, migrating CRM database from Microsoft Dynamics to HubSpot, developing new collateral, and partnering with the staff graphic designer to develop the Celerium brand standards.
- Collaborated with the engineering and customer success teams to develop messaging and release notes for product updates and features. Drove customer retention through targeted marketing projects, including user interface design within products.

Heart Havens, Inc.

Heart Havens provides residential support to adults with intellectual disabilities.

July 2014-February 2018: Communications and Volunteer Manager

- Created all marketing collateral, including annual reports, newsletters, digital advertising, social media graphics, and videos. Managed organizational social media. Presented about Heart Havens to groups as large as 250.

Education

West Virginia Wesleyan College, Buckhannon, WV; BA in History, additional major in English, magna cum laude

Skills and tools

Adobe InDesign, Illustrator, Photoshop, Premiere Pro, and Acrobat; HubSpot; Marketo; Pendo