

Sarah Wilkinson

Richmond, VA | (804) 484-4996 | sarah.wilkinson11@gmail.com | sarahwmarketing.com/portfolio

SonicWall

November 2023-present: Senior Product Marketing Manager

- Own the product marketing function for portfolio including all managed security services, endpoint security, technology integrations, SonicPlatform, and generative AI, working with cross-functional teams to develop and plan product launches, sales and partner enablement, messaging, and collateral, including sales decks.
- Partnered with senior leadership members of an acquired company to launch SonicWall's first MDR offerings in February 2024, including establishing messaging, collateral, and enablement materials to scale the acquired company's offerings as part of SonicWall. These collective, ongoing efforts drove a 1143% increase in opportunities year over year from Q1 FY25 to Q1 FY26.
- Developed a master sales playbook for all managed security services, including MDR, to train sellers used to selling network security hardware on how to sell security services.
- Collaborate with the VP of Threat Operations to bring the SOC's preventative actions to life for our partners and customers through blogs, videos, and other media.
- Conduct regular partner training and presentations at both live events and on webinars; record regular video demos, trainings, and teaser videos for use by corporate marketing.
- Implemented monthly Getting to Know SonicPlatform webinar for partners; built out in-app guides and resources using Pendo for this new cybersecurity platform being rolled out to SonicWall's channel partners.
- Hired and managed two Product Marketing Specialists. First hire was promoted to Product Marketing Manager after one year.
- Selected for SonicWall President's Club 2025; received two CEO Excellence awards and a Sales Support Award.

Tidal Cyber

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.

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Everbridge

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)

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.

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