

Margaret Pfeiffer
564 Brooks Avenue
San Jose, CA 95125

408.887.9175
margaret@magpieconsulting.com
www.linkedin.com/in/margaretpfeiffer

SUMMARY

Experienced, well-rounded marketing professional with a passion for customer engagement and innovation. Strong communications background and visual design sense. Tactful, diplomatic and level-headed even in high pressure situations. Excels in both start-up environments and highly-matrixed organizations. Poised and confident in executive communications and interactions. Seeking opportunity that allows me to mentor while still participating in hands-on execution of programs.

PROFESSIONAL EXPERIENCE

Google, San Francisco and Mountain View, CA **2015-2017**
Senior Marketing Consultant (Contract)

Marketing and events program management within Google corporate marketing organization and Google Cloud.

- Experiential design and execution of Google Cloud presence at SAPPHIRENow, Gartner ITExpo, and global SAP TechEd events
- Content producer for NEXT 2017 with 220+ breakout sessions integrating customer and partner speakers
- Breakouts producer for I/O 2016: 300+ sessions on 10 stages
- Executive producer of Google Cloud Platform NEXT 2016 conference

ServiceNow, Santa Clara, CA **2014-2015**
Senior Marketing Consultant, Knowledge15 (Contract)

Implemented communications and program management process improvements for conference experiencing 30% attendance growth YoY.

- Re-engineered employee and executive registration process and communications
- Managed all customer-facing website content updates and schedule, led content team for conference audience acquisition

Hewlett Packard Company, Palo Alto, CA **2013-2014**
HP Software Marketing Operations

Managed executive communications for 200+ person division, including strategy and implementation of unified communications plan for divisional vice-president.

- Worked cross-functionally to deliver quarterly business reviews, executive reports and dashboards, newsletters and presentations
- Re-architected intranet site to support communications goals
- Led Voice of the Workforce taskforce to build employee engagement

Cadence Design Systems, San Jose, CA **2011-2013**

Director, Event Marketing (Contract)

Managed event marketing department including sourcing, on-boarding and oversight of 3 FTE event/tradeshows managers.

- Drove event strategy and execution for Cadence worldwide user conferences (CDNLive) and memory industry event (MemCon)
- Rebranded and relaunched both conferences to align with corporate marketing objectives
- Managed corporate event calendar and participation in tradeshows and executive events worldwide

VMware, Palo Alto, CA **2010-2011**

Senior Manager, Partner Marketing (Contract)

Marketing communications for VMware Partner Exchange 2011

- Editorial oversight for all audience acquisition materials. Drove SEO/SEM, partner and ecosystem outreach, and media barter. Grew social media community engagement by 500% YoY

Hewlett Packard Company, Palo Alto, CA **2009-2010**

Senior Marketing Manager, HP Software (Contract)

Marketing communications for HP Software Universe 2010

- Editorial oversight for all audience acquisition materials. Drove SEO/SEM, partner and ecosystem outreach, and media barter. Grew social media community engagement by 500% YoY

VMware, Palo Alto, CA **2009**

Senior Marketing Manager, Corporate Marketing (Contract)

Marketing communications for VMworld 2009

- Managed agency and provided editorial oversight for all audience acquisition materials. Drove SEO/SEM, partner and ecosystem outreach, and media barter. Grew social media community engagement by 500% YoY

Adobe Systems Incorporated, San Jose, CA **2006-2008**

Senior Manager, Corporate Events

Experience design and overall management of global MAX 2007 conferences in US, EMEA and Japan. Managed 4 FTE marketing managers and 5 full-time consultants.

- Grew worldwide attendance 100% YoY.
- Increased global sponsorship revenue 80% YoY
- Managed \$10M+ budget within 2% or goal

EDUCATION / TRAINING

Bachelor of Arts, Creative Arts
California State University, San Jose, CA

Undergraduate Studies, Biology
Santa Clara University, Santa Clara, CA