
GRETCHEN L. SIMM

San Francisco, CA ♦ 916-342-3963 ♦ gretchenlsimm@gmail.com

gretchenlsimm.wixsite.com/gsimmm ♦ linkedin.com/in/gretchenlsimm

PROFESSIONAL SUMMARY

Resilient marketing manager with expertise in building marketing programs for technology, insurance, financial services, and retail industries. Skilled in creating marketing plans and leading successful promotions, product launches, and content development to maximize growth. Excels at establishing clear objectives for internal and external stakeholders and enforcing deadlines to keep projects on track. Well-versed in content creation, audience engagement, and brand management. Key skills include:

- Leading communication planning and stakeholder management
- Optimizing vendor, partner, sales, and client relationships
- Planning and executing successful marketing campaigns, events, social media, and content programs
- Managing marketing metrics and KPIs to increase growth

CONSULTING EXPERIENCE

Internal Communications Consultant, Atlassian, San Francisco, 2020

Senior Content Marketing Consultant, Google, San Francisco, 2019

IT Communications Consultant - User Experience, Kaiser Permanente, Oakland, 2018

Employee Marketing Communications Consultant, Wells Fargo, San Francisco, 2014-2015

HR Communications Consultant, Levi's Strauss, San Francisco, 2011-2012

Social Media Consultant, Walmart.com, San Bruno, 2010

WORK EXPERIENCE

Senior Marketing Communications Manager, 2018-2019

National Mortgage Insurance – Emeryville, CA

- Developed and continuously refined a content strategy, roadmap, and program calendar that supported existing and new products
- Created newsletters, marketing collateral, webinars, and customer videos for sales enablement

Assistant Director - Content & Product Marketing, 2016-2017

Moody's Analytics – San Francisco, CA

- Created new content including whitepapers, brochures, client newsletters, and event presentations for flagship risk measurement software and redesigned moodysanalytics.com
- Managed a global campaign team of demand generation and events team members to execute product campaigns

GRETCHEN L. SIMM

Marketing Manager - Content & Events, 2012-2014

Mocana – San Francisco, CA

- Created all collateral and promotional materials for new and existing SaaS products, as well as partner programs, and acted as traffic manager for all creative
- Produced 3-4 events per month including tradeshow, webinars, executive breakfasts/happy hours, developer meetups and podcasts, including annual thought leader event - Amphion Forum

Internal Communications, Public Relations, Product Marketing and Customer Success, 2003-2011

Blue Shield of California – San Francisco, CA

- Led communications strategy for \$750 million-dollar enterprise-wide information technology systems upgrade project
- Created and executed web strategy for all human resources program teams and created new web content for new HR online portal, including the new brand, new wellness program, and new recruiting campaigns

EDUCATION

MBA: Marketing

Nicholls State University - Thibodaux, LA

Bachelor of Arts: Mass Communications - Public Relations

Louisiana State University - Baton Rouge, LA

COMPUTER SKILLS

Salesforce.com; Marketo; Pardot; Atlassian JIRA, Confluence & Trello; Microsoft Word, Excel, Access, FrontPage, Project, Visio, SharePoint & PowerPoint; Adobe InDesign, Illustrator, Dreamweaver & Photoshop; Jive; Yammer; HTML; ICT; Asana; TeamSite; Workfront; WordPress; Google Analytics; HootSuite; Hubspot; Sprout Social