

# Nicole Annen

## Marketing Program Manager

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### Professional Summary

Results-driven marketing professional with over 10 years of experience in B2B SaaS, excelling in cross-functional project management and demand generation. Skilled in content creation, SEO, social media, email automation, and budget tracking. Proficient with project management tools, passionate about tech-driven solutions like blockchain, and dedicated to delivering impactful results aligned with business goals.

### Skills:

Digital Marketing Strategy | Project Management (Trello, Monday.com, Asana, Workday, ClickUp) | AI Marketing Automation / LLMs (OpenAI, Anthropic, xAI, Gemini) | SEO Optimization | Ad Management | Data Analytics | Content Development – (Canva, Adobe Suite, Davinci, CapCut) | CRMs (HubSpot, Salesforce, PipeDrive) | Social Media Strategy (Hootsuite, Buffer) | Website Optimization (WordPress, Webflow, TypeSet, Vibe Coding, Bolt, Loveable, v0) | Collaboration Suites (Google, MS, Adobe)

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### Professional Experience

#### Blue Margin, Inc - Marketing Program Manager & Lead Content Creator

Hybrid - Fort Collins, CO | December 2023 – Present

- Provided strategy and execution of all marketing, product branding, and social media campaigns, resulting in first profitable year (2024).
- Managed and produced/edited 'The Dashboard Effort' podcast, driving a 130% ROI on ad spend and 1400% YouTube subscriber growth in 9 months via analytics-driven reallocation.
- Liaised between sales and product teams, delivering on-demand content, optimized landing pages, and AI-driven email campaigns.
- Acted as AI SME and led Hubspot management and interfacing, marketing reporting, email campaigns, and sales messaging.
- Developed UI for internal AI driven customer analytics tools and dashboards using AI coding tools like Bolt, Loveable, v0 and Figma.
- Managed marketing schedules, campaigns and budgets both as individual contributor and with outsourced marketing agencies using tools like Asana, Monday, Hubspot, ClickUp.

## Digital Risk Group / Spadafy - Marketing Specialist (Contract)

Remote - Seattle, WA | June 2023 – November 2023

- Developed campaigns for VDI Managed Services, securing #1 SEO rankings for key search terms.
- Designed conference collateral & booth materials for VMWare Explore, enhancing brand visibility.
- Produced video advertising content, driving engagement and lead generation.

## Key Bridge Advisors - Associate Consultant (Contract)

Remote - Washington, D.C. | October 2022 – October 2023

- Provided digital marketing services for blockchain technology clients, designing newsletters and managing email campaigns to boost engagement.
- Collaborated with internal teams and clients to develop marketing strategies aligned with tech-driven objectives.

## Value Technology Foundation - Grant Writer (Part Time)

Remote - Washington, D.C. | March 2022 – October 2023

- Managed NSF grant proposals for a Web3 carbon credit tracking startup, ensuring compliance with funding requirements and budget adherence.
- Coordinated with cross-functional teams to develop comprehensive project plans, demonstrating strong organizational and partnership skills.
- Conducted research and prepared reports, contributing to strategic marketing initiatives in carbon credit markets.

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## Education

### Bachelor of Arts - Psychology

University of Colorado | Boulder, CO | August 2018 – May 2021

- Applied psychological insights to craft marketing strategies that resonate with target audiences.

### Associate of Arts and Sciences

Johnson County Community College | Overland Park, KS | 2007 – 2010

## Certifications

- Become an AI-Powered Marketer – SEMrush (Jul 2024)
- Mastering YouTube Search Trends and SEO Strategies – SEMrush (Apr 2024)
- HubSpot CMS for Marketers – HubSpot (Feb 2024)
- Digital Marketing and E-Commerce – Google (Mar 2023)

Portfolio at <https://nicoleannen.com>