

## LYNN CHRISTIANSEN ESQUER

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### CYBERSECURITY MARKETING LEADER WITH AN EMPHASIS ON INCREASING BUSINESS REVENUE

When organizations have large-scale marketing needs, they turn to me. From establishing (or reorganizing) marketing divisions, to advising startups, to directing marketing organizations, I have demonstrated leadership in shaping audience behavior and aligning marketing action with purpose – with the proven ability to increase conversions, sales, and revenue.

*“Lynn is a highly professional and effective marketing campaigner. She led the development of a successful global rebranding and re-launch for The Open Group, established a new corporate website, introduced a new social media campaign engaging multiple companies, and developed new media plans with Hotwire and Bateman Group agencies. This was significantly needed and was very noticeable in terms of impact on the profession image improvement this had on The Open Group, particularly as it critically grew to include new Asia regions and growth of the brand enabled directly by her efforts.”*

~ Mark Skilton, Global Director, Capgemini

**EXTENSIVE TECH EXPERIENCE:** Headed demand generation and digital programs for cybersecurity startup Preempt. **Formerly:** Headed digital programs for Prevoty runtime application self-protection business unit at cybersecurity giant Imperva. Directed all marketing for one of the world's leading penetration testing and QA companies. CEO and Co-Founder of digital marketing agency. Director of Marketing at the world's leading open, vendor-neutral IT standards and certifications body. Further agency work: Director and VP positions at 3 Silicon Valley PR and marketing firms.

**MARKETING:** Experienced with strategic planning/business model refinement and creating integrated campaigns. Metrics-oriented digital marketer, well equipped to guide marketing initiatives and optimize conversions in order to extend and enhance organizations' revenue opportunities. Adept with SEO/SEM, social programs, site creation and maintenance, lead generation/nurture, and more – can either implement these programs hands-on, project manage them, or lead teams' implementation. Excellent business writer and communicator.

**MANAGEMENT:** Enthusiastic, fast-paced and disciplined executive-level leader who inspires others to achieve results with grit, perseverance and creativity. Have managed divisions, teams and accounts – making personnel decisions, setting team priorities, and executing strategies and tactics to accomplish them. Excel at meeting and exceeding business goals set by top management and/or clients.

In addition:

- + Co-founded and ran a business for 5+ years
- + Launched on-boarding and employee retention initiatives at various agencies
- + Established entire business units at agencies and organizations
- + Founded and led a 90-member media organization servicing four counties

## CAREER HIGHLIGHTS

### Sr. Digital Marketing Manager

#### [Preempt](#)

San Francisco, Calif. Feb. 2019 – April 2020

Digital programs architect at cybersecurity startup Preempt Security. In first six months, increased leads by 31% over the six months previous, helped build a comprehensive lead nurture program, launched a new website and a new trial product, and helped rebuild a robust sales pipeline (89% increase in customers and opportunities year-over-year). In second six months, built a custom ABM program with 35% average CTR, worked to create alignment between sales and marketing, and stepped up reporting and field event support. In the past year – as the only external-facing marketer in a team of 2-3 – company has gone from below-expected performance to exceeding its projected numbers each of the past three quarters. Company has doubled its number of customers and improved its ARR by 140% year-over-year, and looks to the future with a healthy pipeline and multiple Fortune 100 logos.

### Sr. Digital Marketing Manager for Prevoty RASP Business Unit

#### [Imperva](#)

Redwood Shores, Calif. July 2018 – Feb. 2019

Built an online/digital lead generation program from scratch for Prevoty, a market-leading security startup in the Runtime Application Self-Protection space (acquired by Imperva, then a NASDAQ company), increasing SEM website visits by 81% and CTR by 34% (no budget increase) in the first 45 days. By the end of my first quarter, sales conversations had improved by more than 100% over the previous quarter – again, with no budget increase. Later took over digital marketing programs on Imperva's Demand Gen team, overseeing multi-million-dollar spends among other responsibilities as the company redirected its efforts to market a competitive end-to-end security solution.

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## CAREER HIGHLIGHTS (CONT'D)

### Marketing Director

#### [QASource](#)

Pleasanton, Calif. Feb. 2017 – June 2018

Managed and built out the QASource marketing department, which included team members on two continents and in three countries. Implemented entirely new programs to increase revenue generation: An entire lead nurture structure; a media relations and analyst outreach program; customer success and outreach initiatives; website improvements and microsite development; implemented reporting, metric and planning structures not already in place; supported sales campaigns. Refined and tightened our SEO activity and practices so that year over year, we doubled the number of inbound sales inquiries stemming from online marketing – optimizing our online activity to drive as much ready-to-buy search traffic as possible. In the first 12 months of joining, the team I managed attracted a 208% increase in sales discovery call requests, year-over-year, and a 99% increase in new marketing contacts during the same period. Conversion rates increased consistently and remarkably over the 16-month period before I joined: 253% for sales qualified opportunities that were marketing-nurtured, and 233% for new customers, representing an increase of about 239% in revenue.

### Co-Founder and CEO

#### [SocialProse Media](#)

Alameda, Calif. Jan. 2012 – Feb. 2017

Chief executive and co-founder of SocialProse, a consultancy firm that assisted SMBs and nonprofits to leverage the power of digital and content marketing to drive revenue. Serviced a diverse set of clients ranging from Orrick, Herrington & Sutcliffe's intellectual property division, to the Alameda Unified School District and the SF Boys & Girls Club, to a variety of SMBs.

### Marketing Director

#### [The Open Group](#)

San Francisco, Boston, Reading UK Sept. 2010 – Nov. 2011

Led marketing for The Open Group, the world's leading IT standards and certifications consortium. Marketed globally recognized open source software brands such as UNIX® and TOGAF®, promoted the profession of enterprise architecture, and directed attention to vendor-neutral standards in the areas of data security and Cloud. Under my direction, registration for The Open Group webinar program alone jumped by 60 percent in 12 months, and the organization's website experienced a sustained 10 percent improvement in traffic year-on-year from September 2010 to October 2011. Before coming on board, membership with the group had been stalled at about 335 members; by the time I left, the organization reached a significant and record-breaking revenue milestone of 400 members.

### Director Marketing Communications

#### [Peppercomm Strategic Communications, Inc.](#)

San Francisco & New York 2008 – 2009

At Peppercomm, directed PR teams for Yahoo! and InfoSpace, working to deliver multi-million-dollar integrated campaigns that helped drive clients' businesses with measurable results, utilizing a blend of traditional and digital tools. Was instrumental in shaping the PR agency's new marcom offerings, driving the creation of ad campaigns, websites and marketing collateral for clients needing full-service offerings. Worked closely with agency divisions offering specialized services: Licensing, PepperDigital and GreenPepper.

### Director of Special Projects/Accounts Manager

#### [Shennum Green, Inc.](#)

Pleasanton, Calif. 2002 – 2008

Was hired to supervise, handle and grow every account at Shennum Green. In the ensuing six years, was instrumental in growing the full-service agency into a successful, well-respected Bay Area agency with billables exceeding \$50 million annually, and clients ranging from homebuilders to manufacturers, and from law firms to symphonies. Founded the agency's Digital Marketing Division.

## CURRENT OUTSIDE ACTIVITIES

DigNit Board of Directors (Digital Media Startup) ~ Alameda Unified School District Homework Advisory Committee

## MARKETING HONORS AND AWARDS

2007 International Summit Award, Silver for Consumer Product Website ~ 2007 International Summit Award, Bronze for Consumer Image Website ~ 1999 ADDY Award winner, AdMark

## EDUCATION

University of Southern California (USC) Major: Print Journalism; Minor: Cinema Studies

HubSpot Inbound Marketing Certification (2017) ~ 2018 SEO Training Course, HubSpot