

Nicole Garrigan Ham

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Full-Stack Cybersecurity Marketing Director

I am a B2B account-based marketing leader with 9+ years of experience driving revenue growth in the cybersecurity, SaaS, and IT sectors. I have a proven track record of implementing go-to-market programs that delivered an 82% increase in target account engagement and 9.75% growth in marketing-sourced pipeline. I architect data-driven GTM strategies that align sales and marketing to accelerate revenue. I combine deep technical expertise in modern marketing technology with creative program development to forge lasting customer relationships and establish market leadership.

Core Competencies

- ABM Program & Play Development
- Marketing Technology Stack Management
- Cross-Functional Team Leadership
- Startup Agility
- Integrated Omni-Channel Demand
- Field Marketing
- Event Management
- Data-Driven Growth
- Customer Advocacy

Technology

DemandBase, Salesforce, Marketo, Hubspot, SalesLoft, Lavender, Warmly
Figma, ZoomInfo, Sales Navigator, Alyce, Sendoso, Jira, Monday, Canva, Gamma, GPT-4, Sanity

Experience

Finite State

Marketing Director, 10/2024 to present

ABM Director, 1/2023 - 10/2024

As Marketing Director at Finite State, I lead customer acquisition, revenue growth, and brand trust in the cybersecurity and software supply chain domain. My expertise includes integrated growth marketing, account-based strategies, and data-driven performance to connect with technical audiences and complex markets.

- Drive pipeline through integrated, omni-channel demand generation programs
- Deployed content waterfall method, releasing persistent, customer-centric assets across channels (email, display ads, LinkedIn ads, content syndication, field events, trade shows, webinars, website, social media, affiliate partners)
- Operationalized the ABM program across the GTM team (ICP criteria, account tiering, mapping buying groups, BDR and sales enablement)
- Manage, monitor, and train GTM team members on ABM tech stack (Warmly, Demandbase, Hubspot, SalesLoft, Salesforce, LinkedIn Sales Navigator, ZoomInfo)
- Leverage data-driven decision making to optimize programs and drive customer engagement (dashboards, reports, alerts, modeling)
- Foster sales & marketing alignment to ensure a seamless handoff of qualified leads (Targeted sales plays for high-value accounts, sales enablement content, joint weekly syncs to review account progress and adjust strategies based on real-time data)

- Remodeled the events program to align with the ABM strategy and maximize the impact of events and webinars, leveraging them as both lead generation and account relationship vehicles (adjacent VIP experiences, targeted virtual events, interactive experiences, pre- and post- engagement orchestration)
- Built and deployed a Customer Advocacy Program to nurture and engage happy customers, turning their positive experiences into video testimonials, case studies, and online reviews
- Built and deployed the first Social Influencer Program to expand the company's brand reach by empowering employees as thought leaders on professional social platforms. The program strategically enables subject matter experts to share industry insights, content, and engage in meaningful conversations to increase brand visibility, generate leads, and build authority in the product security space.
- Adopted AI as a component of our ABM and demand generation programs to drive efficiency gains by streamlining key processes like research, content creation, and campaign execution. AI has improved our ability to gain deeper audience insights and uncover opportunities for process improvements, reducing manual work to accelerate growth

Key Metrics:

Since joining, I have achieved the following quarter-over-quarter results:

- +53.7% Target account website visits
- +82.3% Unique target account website visitors
- +15.09% Marketing qualified accounts
- +8.67% Marketing sourced meetings set with target accounts
- +4.36% Marketing sourced opportunities from target accounts
- +9.75% Marketing sourced pipeline from target accounts
- +9% Target account opportunity close rate

PLANVIEW / CLARIZEN

Strategic Marketing Manager, 1/2021 to 12/2022

Built and deployed account-based strategy for tiered ICP accounts >\$1B.

- Product owner for global target account team
- Developed and executed integrated omni-channel marketing campaigns
- Collaborated with sales to align around account goals and engagement plans
- Managed and optimized account-based martech tools
- Built dashboards for performance and actionable insights
- Activated and enabled sales on intent and engagement data

AGILETHOUGHT

Marketing Operations Manager, 7/2019 to 1/2021

Orchestrated demand generation campaigns with integrated account-based marketing activities.

- Developed ABM program and processes and deployed across GTM
- Collaborated with sales and client service teams to accelerate pipeline opportunities as well as cross-sell/upsell initiatives
- Managed the acquisition, onboarding, and integration of martech solutions
- Measured, optimized, and reported on campaign performance
- Executed roll out of new target account verticals
- Developed and hosted internal lunch-and-learns about marketing programs

PHISHLABS

Marketing Events Manager, 5/2016 to 7/2019

Orchestrated account-based marketing activities and owned the marketing event program.

- Account-based marketing program deployment to include intelligence gathering, team collaboration and communication, campaign planning and delivery, metrics tracking and reporting
- Used ABM tactics like targeted advertising, industry trade shows, regional events, client-partnered events, coordinated direct mail, email marketing, custom content development, and social media
- Designed and deployed an event best-practices program and training for the sales and marketing teams
- Planned and executed webinars targeted at customers and named account prospects
- Researched, visited, negotiated, and selected trade show and field event sites
- Wrote and delivered team communication focused on internal visibility and buy-in
- Closely monitored event analytics, using data to make to make decisions that optimize the event program

DIG SOUTH INTERACTIVE FESTIVAL

Producer, 7/2012 to 5/2016

Managed interactive technology conference and trade show operations and planning for 3,500 attendees, five venues and team of 15 coordinators

- Built event marketing plan to garner sponsors and attendees
- Established and supervised the communication process with events team and attendees
- Collaborated with DIG Team on content, themes, and program development
- Researched, visited, negotiated, and selected meeting and event sites
- Wrote, delivered, and managed speaker communication
- Developed meeting timelines, agendas, and show flow schedules
- Designed and negotiated food and beverage menus with catering partners
- Wrote RFP's, negotiate contracts and manage communication with Festival vendors
- Coordinated travel arrangements for VIP's, presenters, attendees and team members
- Designed audiovisual and production elements that provide innovative and streamlined technical support

Education

GEORGIA STATE UNIVERSITY – Atlanta, GA

Bachelor of Arts

Major: Journalism | Minor: Psychology | Graduated Summa Cum Laude
