

ERIN MONDAY

AI-FIRST DIGITAL MARKETING LEADER

Austin, TX | 737-336-9452 | erinmonday@gmail.com | [linkedin.com/in/erinmonday](https://www.linkedin.com/in/erinmonday) | [Portfolio](#)

SUMMARY

Full-stack growth and digital marketing exec who can scale brands/revenue, build high-converting brand positioning + creative, and manage everything from MarTech ops to global campaign engines. Track record of operationalizing high-velocity GTM engines and turning complex technology (hyperconvergence, AI) into market-dominant narratives that accelerate ARR and enterprise pipeline.

CORE COMPETENCIES

Growth Strategy & GTM • AI Workflow Design & Prompt Engineering • Brand Architecture & P&L Management • Lifecycle & ABM • Performance Marketing • Multimedia & Social • MarTech Stack & Operations • Team Leadership

PROFESSIONAL EXPERIENCE

Head of Marketing | DeepL

SEP 2025 – PRESENT

- Leading and scaling DeepL's American market entry and operational frameworks, exceeded regional ARR targets by 120%.
- Orchestrating high-impact, E2E digital campaigns, experiential activations and large-scale OOH buyouts to dominate regional market share during critical expansion.
- Managed several key product launches & press announcements.
- Deploying advanced AI workflows via Claude to automate data-enrichment pipelines and build high-velocity lifecycle nurtures.

Growth Marketing Director | IBM

SEP 2022 – SEP 2025

- Led global end-to-end digital GTM, brand architecture, and product launches for key enterprise business units.
- Managed a \$7M P&L, scaling marketing ROI by 50%–75%+ while securing matching funding via partner MDF streams.

- Spearheaded integrated digital campaigns that aligned cross-functional sales, product, and regional marketing teams.

Growth Marketing Director | Lenovo

SEP 2014 – SEP 2017

- Scaled marketing ROI by 50%–75%+ while securing new funding via AMD/MSFT partner streams.
- Led global digital GTM and product launches, aligning cross-functional teams to drive enterprise pipeline growth.

Digital Marketing Director, AI Incubation | Oracle Cloud

SEP 2020 – SEP 2022

- Orchestrated global positioning for a high-profile AI incubator that scaled into Oracle Health, reporting directly into executive leadership.
- Recruited and led a high-performing cross-functional marketing organization spanning creative, operations, and growth programs.
- Secured elite strategic partnerships with MIT, Rice University, and Red Bull Racing to accelerate enterprise brand authority.

Digital Growth Director | Nutanix

SEP 2017 – JUN 2020

- Built a centralized Multimedia & Social division from a zero-base, achieving 40% YoY engagement growth.
- Transformed social channels into a high-intent demand engine, consistently delivering 50+ net-new enterprise logos quarterly.
- Institutionalized global compliance, asset management, and operating standards across the organization.

SELF-DRIVEN AND HIGH-IMPACT INITIATIVES

Independent Digital Publication: Founded and scaled an independent digital platform utilizing advanced AI architecture for investigative research, building a network of 3,000+ key stakeholders whose findings were leveraged by regulatory bodies and public policy institutes.

Regional Brand & Event Turnaround: Built a regional, programmatic event series via a statewide media tour (now televised on PBS: #RTP180).

TECHNICAL STACK & TOOLS

- **AI Platforms:** Claude Code, Codex, Cursor, Grok Bot

- **Marketing Automation & CRM:** Eloqua, Marketo, HubSpot, Google Ads, LinkedIn Campaign Manager
- **Content & Analytics:** WordPress, Drupal, Contentful, Brandwatch, Cision, Google Analytics
- **Creative & Social Tools:** Figma, Canva, Sprinklr, Sprout Social, Hootsuite

EDUCATION

Western Connecticut State University — Bachelor of Arts in Creative Writing