



ERIN MONDAY

AI-FIRST DIGITAL LEADER

Austin, Texas

WHO I AM

Architect of high-growth marketing engines.
Specialized in scaling AI-driven brand narratives
and operationalizing global GTM strategies.



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SKILLS

AT A GLANCE

- AI/Agentic Workflows
- Branding & Creative
- Performance
- Lifecycle/ABM
- Multimedia/Social
- Web/SEO
- MarOps
- Sales Enablement

SOFTWARE

- Google Ads, LinkedIn CM
- Eloqua, Marketo, Hubspot
- Sprinklr, Sprout, Hootsuite
- Wordpress, Drupal, Contentful
- Brandwatch/Cision
- Figma, Canva

MISC

- Public speaking
- Team building
- Agency management

EDUCATION

Western Connecticut State University
Bachelors in Creative Writing

WHAT I'VE DONE

HEAD OF MARKETING

DEEPL | AUG 2025 - PRESENT

- Leading and scaling DeepL's American market entry and operational frameworks, exceeding 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 & LENOVO | SEPT 2022 - SEPT 2025 & 2014-2017

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

DIGITAL MARKETING DIRECTOR

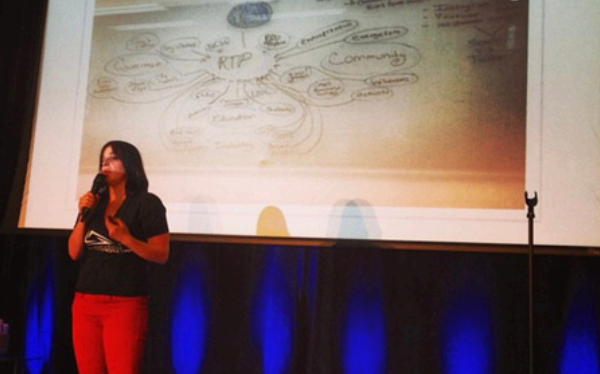
ORACLE CLOUD (AI) | SEPT 2020 - SEPT 2022

- Orchestrated global positioning for a high-profile incubator that scaled into Oracle Health, reporting up to Larry Ellison.
- Recruited and led a cross-functional marketing organization spanning creative, operations, and programs.
- Secured elite strategic partnerships with MIT, Rice University, and Red Bull Racing to accelerate brand authority.
- Directed multi-million dollar experiential budgets for high-stakes, Tier-1 global events.

DIGITAL GROWTH DIRECTOR

NUTANIX | SEPT 2017 - JUNE 2020

- Revolutionized B2B Social in tech by building a centralized multimedia & social division from a zero-base, achieving 140% YoY growth in brand engagement
- Transformed social channels into a high-intent engine, consistently delivering new enterprise logos/leads
- Built out global social complianc, standards and processes



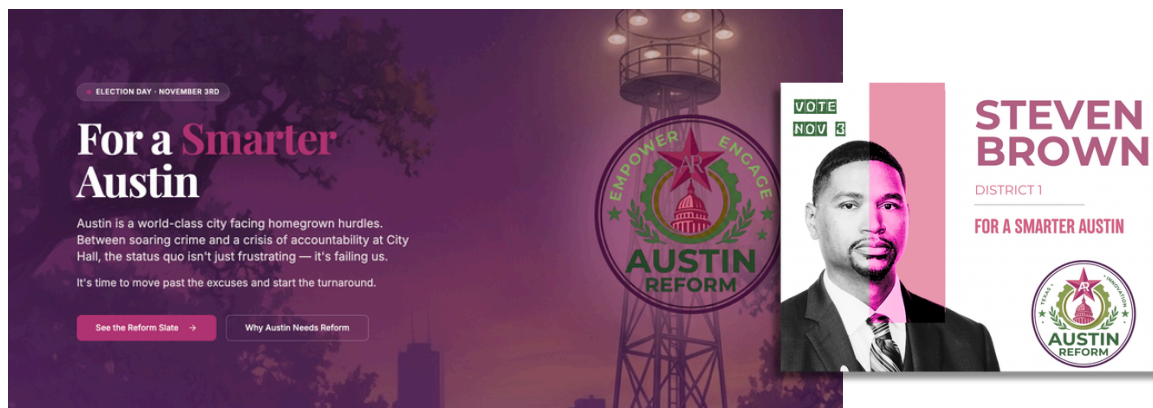
WHAT I'M LOOKING FOR

A disruptive organization that is changing the world with technology. They, in turn, will be looking for a marketing executive who thrives on solving high-complexity business challenges through data-driven strategy and unconventional means.

WORK

LEVERAGING AI TO POWER CHANGE

Founded and scaled an independent digital publication utilizing advanced AI architecture to uncover regional fraud. Developed a highly engaged network of 3,500+ key stakeholders and regional influencers. This investigative research is regularly leveraged & cited by gubernatorial offices, regulatory bodies, and prominent public policy institutes, and is impacting local policy.



— AND —

REIMAGINING THE RESEARCH TRIANGLE PARK

Rebuilding one of the most prolific brands in North Carolina started with a statewide media tour, a website overhaul & a programmatic events launch (now televised on PBS): #RTP180 The far-reaching press attention led to the development of a modular village, a massive co-working space and a mixed use development.



LINKS: [WEBSITE](#) | [HYBRID EVENT SERIES \(NOW TELEVISED\)](#) | [TWITTER](#)