

LINKEDIN

ROLE
Digital Marketing Manager

DIVISION
Marketing Solutions & Learning

SCOPE
B2B · B2C · Field · SMB · Demand Generation

Making Email the #1 Channel — Twice. Building Frameworks That Outlived the Campaign.

<p>136% OF TARGET Enterprise stretch goal</p>	<p>45K+ REGISTRATIONS MktgSol flagship event</p>	<p>#1 CHANNEL Registrations & traffic</p>	<p>75% EVENT TRAFFIC Driven by email alone</p>	<p>4 BUSINESS LINES B2B · B2C · Field · SMB</p>
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THE ROLE

Pipeline ownership across LinkedIn's most revenue-critical divisions.

Over three years at LinkedIn, I held DRI ownership for digital and lifecycle marketing across two divisions and four distinct buyer types. Marketing Solutions (SMB) was pipeline and event-driven — demand gen for the Open for Business campaign targeting small business owners. LinkedIn Learning spanned three motions: B2B (enterprise L&D buyers), B2C (individual learners), and field support across Talent Solutions and corporate accounts. Each audience required a fundamentally different strategy.

The through-line: making email do more than anyone expected it to — not by spending more, but by building smarter audience logic, tighter lifecycle alignment, and frameworks that stuck after I moved on.

WHAT I WAS ACCOUNTABLE FOR

Four buyer types. Two divisions. One through-line: making email the best-performing channel in the mix.

Marketing Solutions (SMB) — Open for Business — led demand gen for LinkedIn's SMB brand campaign, driving awareness and product adoption among small business owners through multi-channel email, in-product messaging, and sales enablement. A global activation with a landmark moment: lighting up the Burj Khalifa.

LinkedIn Learning — B2B, B2C & Field — owned email and lifecycle strategy for the Workplace Learning Report (flagship annual content launch) and supported field marketing across three motions: B2B enterprise accounts, B2C individual learners, and Talent Solutions. Each required distinct audience segmentation, messaging strategy, and conversion architecture.

Framework-building — built test-and-learn optimization frameworks and repeatable launch playbooks adopted division-wide beyond the campaigns they were designed for.

CAMPAIGN SPOTLIGHT 1 — MARKETING SOLUTIONS (SMB): OPEN FOR BUSINESS



THE CHALLENGE

Hit stretch targets for an enterprise launch. We hit 136% of them.

Open for Business was LinkedIn's SMB brand campaign — built to reach small business owners where they already were: on LinkedIn, looking for connection and growth. The goal wasn't just awareness. It was making LinkedIn feel essential to the way small businesses operate, market, and hire. A global campaign with a flagship activation that literally lit up the night sky.

I led end-to-end campaign strategy: SMB audience segmentation using first-party behavioral and firmographic data, multi-wave email sequencing mapped to the SMB buying journey, in-product touchpoints, and a sales enablement layer that closed the loop between marketing and field. The result was 45,000+ event registrations and 136% of the stretch target.

"What outlasted the numbers was the test-and-learn framework built for this campaign — which became the division-wide standard for optimization across both Marketing Solutions and Learning."

WHAT MADE IT WORK

Precision audience logic, not bigger budgets.

Behavioral segmentation: Instead of blasting the full list, I built audience cohorts based on first-party engagement signals — content consumed, job function, seniority, and product touchpoints. Each segment got a message calibrated to where they were in the decision journey.

Multi-wave sequencing: Early awareness → social proof → urgency. Each wave was informed by performance data from the prior send, with real-time optimizations applied mid-campaign.

The framework that stuck: The test-and-learn model built for this launch was formally adopted as the division standard and applied to every subsequent launch across both Marketing Solutions and Learning. The campaign ended. The infrastructure it created didn't.



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“open for b
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CAMPAIGN SPOTLIGHT 2 — LINKEDIN LEARNING (B2B, B2C & FIELD): WORKPLACE LEARNING REPORT

THE CHALLENGE

Every year this report competes against paid, social, and organic with bigger budgets. Email won.

The Workplace Learning Report is LinkedIn Learning's highest-profile annual content launch — and it had to work across three completely different audiences simultaneously. B2B enterprise buyers needed a business case narrative. B2C individual learners needed inspiration and urgency. Field marketing teams needed enablement assets that converted in conversation. I owned the email strategy across all three. Every channel competed for registrations. Email didn't just compete: it outperformed every other channel combined.

Email drove 40–45% of total registrations and 75% of all event traffic. Not because of spend — because of strategy. I built audience segments aligned to where each prospect was in their decision process and mapped email cadence to the content arc of the report itself.

Generic send to full database → Behavioral cohorts by role, seniority & learning intent

Single-wave blast → Multi-wave sequencing tied to the content arc

Email as a megaphone → Email as the #1 performance channel by conversion

LinkedIn Learning

The 2022 Workplace Learning Report

Explore the Report



It's here!

Explore report

LinkedIn Learning

LINKEDIN LEARNING WORKPLACE LEARNING REPORT · 2021 & 2022 CAMPAIGN CREATIVE

SCALE PROOF POINTS — WHAT THIS CHAPTER DELIVERED

DEMAND GENERATION

136%

Of Enterprise Stretch Target

Not the base target — the stretch goal for LinkedIn's flagship Marketing Solutions enterprise event. Achieved through behavioral segmentation and multi-wave sequencing, not bigger budgets.

CHANNEL PERFORMANCE

40–45%

Of Total Registrations Via Email

For the Workplace Learning Report, email drove nearly half of all registrations across every channel — and 75% of all event traffic. Strategy over spend, every time.

ORGANIZATIONAL IMPACT

2

Divisions Adopted the Framework

The test-and-learn optimization framework built for one campaign became the division-wide standard across both Marketing Solutions and LinkedIn Learning — infrastructure that outlasted the role.

WHY THIS CHAPTER MATTERS

The anchor of the B2B candidacy narrative.

LinkedIn represents the full-spectrum demand gen chapter — B2B, B2C, field, and SMB, all at once, all at scale. Not just pipeline ownership but audience fluency: the ability to shift strategic frames entirely depending on who you're reaching and what they need to hear. Three years at a company where the product is professional networking, with a buyer audience of marketers who know exactly what good looks like.

The narrative through-line:

LinkedIn — B2B, B2C, field & SMB demand gen; frameworks that scale
Meta / Zoox — Lifecycle depth, 0–1 program building
Next role — Synthesis at segment strategy level

KEY SKILLS BUILT HERE

The foundation for everything after.

B2B and B2C demand generation. SMB brand campaign strategy. Multi-channel campaign orchestration. Behavioral and firmographic audience segmentation. Pipeline attribution and reporting. Field marketing support across B2B, B2C, and Talent Solutions. Framework design and documentation. Cross-functional stakeholder management across marketing, sales, product, legal, and analytics.

- B2B + B2C Pipeline
- Email Strategy
- Demand Generation
- Audience Segmentation
- Test & Learn
- Field Marketing
- Marketo
- Salesforce