ADRIAN FINCH

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SUMMARY OF QUALIFICATIONS

Product Marketer – Develops integrated messaging and go-to-market plans to increase awareness and adoption.
Project Manager – Manages multiple projects against tight deadlines as an organized and adaptable project manager.
Marketing Analyst – Analyzes qualitative and quantitative data to turn information into actionable insights.

EDUCATION

Simon School of Business, University of Rochester, Rochester, NY
Master of Business Administration – Brand Management, Marketing (GPA: 3.6/4.0)   June 2015
Reeve Early Leader Scholar; Simon Marketing Association, Simon Entrepreneurship Club, Market Research Assistant, Tutor
Master of Science in Business Administration – Marketing (GPA: 3.56/4.0)   June 2012

University at Buffalo, The State University of New York, Buffalo NY   May 2011
Bachelor of Arts in Communication – Journalism Concentration (GPA: 3.8/4.0)
Summa Cum Laude, Dean's List; Secretary of Public Relations Student Society of America

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EXPERIENCE

Autodesk, Boston, MA   June 2016 – Present
INDUSTRY MARKETING MANAGER
Manage marketing efforts to target MEP and Structure engineers and contractors in the Building Design industry.
- Drive product awareness and accelerate demand for five solutions through differentiated messaging and targeted marketing activities, including events, global demand generation campaigns, and inbound marketing programs.
- Develop integrated content strategy and create marketing assets to support campaigns and inbound marketing across various channels, including web, social, and blogs.
- Partner with strategy and product teams to determine go-to-market plans for product enhancements and new product launches.

Dell EMC, Marlborough, MA   August 2015 – June 2016
SENIOR PRODUCT MARKETING MANAGER
Managed messaging strategy and go to-market-plans for largest revenue generating platform in the converged infrastructure product portfolio.
- Developed marketing content for 1,200 sales executives and 200 partner companies with the creation of messaging guides, sales plays, data sheets, product overviews, and quarterly online trainings.
- Analyzed pain points of 2,000 customers through weekly customer briefings, discussions, and presentations to chief technology officers and executives to determine marketing strategy and improve messaging.

WeWork, Boston, MA   January 2014 – August 2014
COMMUNITY MANAGER
Launched global WeWork brand in Boston market by building community of 1,500 entrepreneurs and small businesses.
- Developed and executed grassroots marketing program including 160 events under budget constraints to create brand awareness and adoption in new market.
- Achieved weekly sales goals through scheduling, executing, and closing 20 member tours each week, increasing overall membership by 70%.
- Managed member experience through effective community development, leading to 90% member retention and increase in loyalty as measured by referral programs.

Startup Institute, Boston, MA   October 2013 – December 2013
MARKETING ASSOCIATE
Partnered with Marketing Manager to develop scalable inbound marketing strategies for early-stage startup in three new markets.
- Collaborated with extended team to move 60 candidates through the sales funnel, from initial lead to enrolled student.
- Strategically developed and implemented marketing program to manage brand's digital presence, increasing awareness and engagement as measured by social media metrics.

Santander Bank, Santander Universities Division, Boston, MA   November 2012 – October 2013
MARKETING COORDINATOR
Managed marketing efforts for division responsible for 50,000 annual student account sales and 8.5 million dollars in philanthropic donations.
- Partnered with stakeholders responsible for billion dollar rebranding effort to execute digital and traditional marketing strategies to increase engagement and awareness among 1.7 million local customers.
- Managed marketing budget and P&L to strategically improve channel spend, and analyzed effectiveness based on key metrics.

TECHNICAL SKILLS

Salesforce | Excel | NetBase | SAP | Hootsuite | Hubspot | Sprinklr | Asana