

# CAROLINE DUNN

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## PROFESSIONAL PROFILE

Experienced marketing executive combining my proven leadership ability and engineering education in marketing communications, content marketing, social media, and product management. [carolinedunn.org](http://carolinedunn.org)

- **Executive Leadership** – Managed global marketing team and multi-million dollar budget leading marketing communications, branding, public relations, creative, campaigns, content, and events.
- **Content Marketing** – Created & produced hundreds of content pieces (blogs, white papers, infographics, case studies, webinars, side share, and videos), reaching over 2 million views.
- **Product Management** – Successfully launched dozens of hardware and software products resulting in creating new multi-million dollar revenue streams.
- **Marketing Management** – Proven leadership ability in driving cross-functional teams to develop business requirements, launch new products on-time and on-budget.
- **Social Media Management** – Over 14,000 social media subscribers and over 3 million views.
- **Campaign Management** – Executed direct mail campaign with 16% response rate.

## PROFESSIONAL EXPERIENCE

ALEXA GROUP, LLC, Atlanta, Georgia (2016 – present)

### ***Vice-President of Marketing***

- Worked with global and local clients to develop their Amazon Alexa strategy
- Created Kids2 Baby Einstein Storytime Alexa Skill
- Top 10 Finalist in Alexa Multimodal Challenge 2019
- AWS Certified Alexa Skill Builder (2019-2022)

SOFTWARE PARADIGMS INTERNATIONAL GROUP, LLC, Atlanta, Georgia (2014 – 2016)

### ***Head of Marketing***

- Responsible for entire marketing program and budget including thought leadership, personnel, digital assets (website, blog, webinars, & social media), branding, PR, sponsorships and creative
- Managed PR and Branding transition for 6 acquisitions (4 acquisitions in 2015)
- Doubled web traffic through content marketing and social media outreach
- Tripled tradeshow booth traffic year-over-year

INDIGO BUSINESS SOLUTIONS, INC., Atlanta, Georgia (2010 – 2014)

### ***Marketing Principal***

- Marketing & Social Media consultant for GLG Council and various clients
- Increased YouTube subscriber base by 400% for a confidential client

INTERNAP NETWORK SERVICES CORPORATION, Atlanta, Georgia (2008 – 2010)

### ***Product Management Director*** Content Delivery Network (CDN) & Mobile Video

- Responsible for product roadmap, competitive analysis, and requirements documentation
- Managed Professional Services practice with 7 vendors and over \$800K in annual revenue
- CDN and Mobile SME

CBEYOND, Atlanta, Georgia (2006 – 2008)

### ***Head of Mobile Product Marketing***

- Increased product revenue by **289%** in 2007
- Created new multi-million dollar revenue stream
- Launched 18 new hardware and service offerings
- Responsible for vendor relationships and negotiations with 10 hardware vendors and 4 service providers
- Responsible for product roadmap, forecasting, business case development, business requirements, product launch execution, and lifecycle maintenance
- Managed 3 direct reports

# CAROLINE DUNN

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BELLSOUTH / AT&T, Atlanta, Georgia (1999 – 2006)

**Senior Product Marketing Manager**, *Mobile & Emerging Technologies*

- Achieved 120% of 2005 revenue objective
- Managed online and direct mail media campaigns – Achieved 900% ROI in most recent DM campaign
- Developed value added initiatives with NPVs over \$36 million
- Exceeded \$980 million 2004 revenue objective at over \$1 billion
- Achieved 1Q05 sub objective with implementation of new promotions launched 1/1/05
- Created \$22 million in additional annual revenue with implementation of the Carrier Cost Recovery Fee

## EDUCATION

UNIVERSITY OF PHOENIX, Phoenix, Arizona

**Master of Business Administration - Marketing**, (2006)

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, Georgia

**Master of Science in Electrical & Computer Engineering**, (1999)

Areas of Specialization: Computer Systems, Telecommunications, & Control Systems  
Mathematics Minor

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, Georgia

**Bachelor of Electrical Engineering with Highest Honor**, (1997)

Areas of Specialization: Computer Systems & Control Systems

## CERTIFICATIONS

**Advanced Social Media Strategy Certificate** (2016) - Newhouse School, Syracuse University & Hootsuite  
[AWS Certified Alexa Skill Builder \(2019 – 2022\) – Amazon Web Services](#)

## ADDITIONAL LEADERSHIP ACTIVITIES

**Wireless Technology Forum President** (2014 – 2017)

**Co-Founder & Co-Chair Marketing Innovation** 2019

**Co-Founder & Co-Chair Women in Wireless** 2018

- Overall responsibility for content, sponsorships, budget, social media, and personnel
- Over 4,000 opt-in email subscribers
- Recruited 20+ volunteers to launch and create Women in Wireless Group
- STEM Workshop facilitator Jan 2017, March 2018, June 2018, partnered with GSMA

**TAG Mobility Live Hackback Winner** (2016)

- Led a 4-person team to create a collaboration portal for United Way executives and board members
- Prototyped custom United Way Alexa Skill to increase community awareness with donors
- Team Prize - **\$10,000**

**Emory University – Appcology** (2016 & 2017)

Presented at Dr. Benn Konsynski's Appcology class at Emory University's Goizueta Business School on Internet of Things (IoT) and Artificial Intelligence innovation with the Raspberry Pi.

**TAG IoT Symposium Marketing Chair** (2017 & 2018)

- Responsible for all marketing design and communications for the 2017 IoT Symposium
- Moderated Customer Experience Analytics Panel on May 10, 2016 with 6 panelists
- Social Media volunteer managing TAG Retail's Twitter & LinkedIn profiles