

Charlene Briganty

Boynton Beach, FL | 407-274-4226 | charla.bri@gmail.com | [LinkedIn](#) | [Website](#) | [Schedule a Meeting](#)

B2B Marketing and Communications Leader

Bilingual B2B marketing and communications leader with 15 years of global experience shaping revenue-driving strategies across Fortune Global 500 brands, B2B telecom, tech, SaaS, and hypergrowth environments. Recognized for architecting full-funnel programs that have delivered millions in influenced pipeline, \$290K+ in annual savings, 900% ROI on media, and triple-digit traffic gains through bold brand storytelling, scalable content engines, innovative field marketing and online events strategies, and AI-enhanced performance marketing. Proven success leading and mentoring cross-cultural, asynchronous teams.

PROFESSIONAL EXPERIENCE

Velocity MSC | B2B Telecom with \$500M+ rev & 500+ staff | USA

December 2022 – October 2025

Marketing Manager (Head of Marketing)

Remote

Led integrated marketing strategy and execution across events, brand, product, demand generation, content, ABM, sales enablement, and marketing operations to support revenue growth, market expansion, and cross-functional alignment.

- Increased qualified pipeline by aligning marketing programs to executive growth priorities and building and leading a high-performing content marketing and field marketing team.
- Elevated market positioning and increased enterprise leads through a full brand transformation, overhauling mission, vision, and messaging to support entry into new verticals and deepen category authority.
- Orchestrated 20+ annual events and experience center builds, overseeing sponsorships, logistics, booths, campaigns, and budgets to support sales goals, ABM targets, and customer relationships.
- Delivered \$290K+ in annual savings through strategic event consolidation, vendor rationalization, in-house creative development, and performance-based budget realignment.
- Drove partner strategy and relationships, amplifying ecosystem presence and building powerful alliances with marketing leaders at leading hospitality and media brands.
- Secured executive buy-in to expand marketing function, moving from individual contributor to leading a team of three.

Freelance | 30+ Clients Across Industries

January 2000 – March 2024

Fractional Content Strategist

Remote

Build scalable content ecosystems using AI, starting with strong brand positioning, then developing content programs based on ICP pain points. Align SEO, business objectives, and brand voice for clients in B2B SaaS, cybersecurity, professional services, healthcare, and commercial construction.

- Increased qualified pipeline by turning founder insights into data-driven, revenue-generating content strategies.
- Produced 300+ strategic content assets using AI-powered prompt libraries and workflow automation tools, resulting in a boost in engagement and directly supporting customer acquisition and product-led growth.
- Cut campaign production time by building scalable content operations enhanced with generative AI — including structured editorial calendars, reusable prompt frameworks, and automated briefing and outline systems.

Intraway | B2B Telecom & SaaS Leader | Americas

March 2017 – December 2022

Communications & Content Marketing Manager

Remote

Oversaw global, content-driven demand engine that accelerated pipeline growth, optimized lead conversion workflows, and streamlined campaign execution to drive measurable revenue impact.

- Drove \$2M+ in influenced pipeline by building a global, content-led demand gen engine and thought leadership strategy—on a \$5K budget and a four-person content and design team.
- Boosted inbound leads 45% and tripled qualified traffic, driving pipeline growth and lowering acquisition costs with data-driven, multi-channel content programs aligned to ICP pain points and the buyer journey.
- Improved MQL-to-SQL conversion by 22%, accelerating sales velocity and increasing pipeline efficiency by optimizing Pardot workflows, refining lead scoring, and tightening sales-marketing alignment.

- Cut content production time by 40%, reducing operational overhead and enabling faster campaign launches by using AI tools and repurposing webinars and long-form content into scalable, multi-channel assets.
- Promoted to lead a seven-person marketing team; restructured roles for better alignment, established efficient processes, and achieved a perfect eNPS score.

The Institute of Internal Auditors | Global Audit Leader with 260K+ Members & \$35M+ Rev

July 2014 – July 2016

Marketing Account Manager

Altamonte Springs, FL

Directed multi-channel marketing campaigns across diverse product lines, aligning strategic initiatives with customer insights to drive global engagement, increase revenue, and scale campaign efficiency.

- Achieved 10% revenue growth by aligning go-to-market strategy with ideal customer profiles and launching targeted, content-driven campaigns that directly influenced sales performance.
- Managed end-to-end execution of 60+ annual campaigns across ten product lines, contributing to increase in lead generation and stronger product engagement across a global member base.
- Accelerated campaign delivery by 25% through implementation of templates and playbooks, enabling faster time-to-market and supporting 60% increase in campaign volume without added headcount.
- Promoted within four months from Marketing Coordinator due to high-impact execution, cross-functional ownership, and contribution to 35% improvement in marketing output consistency.

adidas | Fortune Global 500 Sports Leader with \$25.6B rev & 62K+ Team

May 2013 – November 2013

Internal Communications Specialist

Panama City, Panama

Spearheaded internal communication strategies and regional activations that enhanced leadership visibility, strengthened cultural alignment, and significantly boosted employee engagement across LATAM.

- Drove 40% lift in employee campaign engagement, fueling better alignment and cross-functional collaboration.
- Led regional employee events, integrated campaigns, and town halls that increased leadership visibility and transparency, resulting in higher eNPS.

Red Bull | Global Lifestyle Brand with \$12.1B+ rev & 19K+ Staff

March 2010 – October 2012

Communications Coordinator LATAM & Caribbean

Bogota, Colombia

Managed regional PR and communications strategies that amplified brand visibility, generated substantial earned media value, and drove measurable engagement across 14 international markets.

- Secured over \$15M in earned media value annually by building targeted press relationships and executing high-impact PR strategies across 14 markets.
- Delivered 900% ROI on media trips by curating exclusive access and story angles that maximized coverage and influence.
- Propelled site traffic by 300% and achieved a 10% conversion rate by launching a viral campaign that expanded brand visibility and strategic social media management.
- Led 12 cross-cultural communications specialists, creating frameworks that enhanced brand consistency and sped up campaign development and execution.
- Created 50+ regional videos and editorial pieces for global distribution, strengthening brand consistency.
- Promoted from Communications Assistant (Panama) in recognition of strong content leadership and cross-market impact.

EDUCATION & CERTIFICATIONS

B.A. in Communication, *Universidad del Sagrado Corazón (Cum Laude)*

Certifications: *GenAI in Marketing, HubSpot Inbound Marketing, HubSpot Content Marketing, AI Prompt Engineering, LinkedIn Marketing Fundamentals, Connected Startup Fractional Executive*

OTHER

Technical Skills: MarTech + Platforms - HubSpot, Salesforce, Pardot, GA4, Google Ads, LinkedIn Ads, SEMRush, WordPress, Wix, Canva, Photoshop, Asana, Monday.com, ClickUp, Microsoft 365, Google Workspace, Slack, Notion, Sprout Social, AI Tool

Languages: English (Fluent) | Spanish (Fluent)

Interests: Volunteering | Blogging | Cooking