

MARK KEMMERER

DIGITAL MARKETING STRATEGIST

🏠 San Jose, CA | 💻 [LinkedIn/in/Mark-Kemmerer](https://www.linkedin.com/in/Mark-Kemmerer)

Dedicated and adaptable Digital Marketing Strategist with extensive experience in non-profit, high-tech, defense, and startups. Background in web development with a strong ability to create and manage global, multilingual websites optimized by data-driven insights to best serve the end-user. Drives go-to-market strategies for international marketing initiatives that deliver customized solutions for highly-matrixed organizations. Passionate about leveraging generative AI and data analytics to hone digital transformation. Seeking a new challenge to lead diverse teams, uphold a high standard of ethics, and utilize technology to positively impact the world.

CORE COMPETENCIES

Digital Marketing Strategy	Generative AI Personalization	Data Analytics Market Insights
Training and insight on digital tools	Customer Advocacy UX & UI	Interpersonal Communication
Technology Project Lifecycle	Stakeholder Engagement	Cross-Functional Collaboration
Partnership Management	Website Management Web 2.0	Team Leadership & Mentorship

EDUCATION & CERTIFICATIONS

ASSOCIATES OF SCIENCE (A.S.), MULTIMEDIA COMMUNICATIONS

Master's Institute | Santa Clara, CA

Certifications:

Certification: Data Science – Generative AI Green Belt | Cisco (2024 – 2027)

Certification: Data Science for Leaders | NC State Executive Education (2021)

Certification: Data Science Green Belt | Cisco (2019)

PROFESSIONAL EXPERIENCE

Cisco | San Jose, CA

01/1999 – 04/2024

Nearly 25 years of loyalty and vertical movement through technology leader and Fortune 500 company, *Cisco*. Supports the intersection of IT, technical marketing, stakeholder advisement, and business development.

- Spearheads, innovates, and maintains all customer-facing digital properties for *Cisco Capital*, including the global presence on *Cisco.com*, as well as the internal *Cisco* portal, and various SharePoint sites.
- Advised and provided training and insight on new digital tools for my marketing group.
- Leads the end-to-end execution of digital market initiatives such as campaign planning and performance analysis.
- Utilizes data-driven insights to ensure optimal growth and brand resonance. Serves as a customer advocate.

Key achievements:

- Unique viewers of web pages increased by 490%.
- Transitioned web pages from only the U.S. to a localized presence in 36 countries and 16 languages. Drove a YoY 62% in unique visitors across the globe (33.6K to 53.9K)

- Developed insights that achieved YoY increases (263% increase in Marketing Sourced Leads, 752% increase in pipeline, 131% increase in bookings from managed web pages).
- Developed reporting dashboards for various digital properties. Implemented new personalized demand generation techniques and reporting tools.
- Utilized targeted personalization and lead qualification to provide sellers with actionable, warm leads directly from the website. Took sales from \$0 to \$2.14M (with a projected revenue of \$4.25M in 2025).

Cisco Experience Continued:

IT ANALYST

03/1999 – 08/2017

- Supported contracted companies through various web-related projects, including *Lionbridge, JWay, Aim Train, and various technology consulting groups*.
- Served as Lead Developer the *Cisco Systems* Intranet home page and supported numerous websites, including website development, front-end coding, architecture enhancement, and graphic design.
- Implemented personalization that enabled a single contact sales web form to seamlessly integrate with an unlimited range of products and campaigns. This improvement facilitated effortless global integration scalability.
- Analyzed and advised on business requirements for Cisco related to IT. Identified opportunities for technology improvement, expense reduction, and risk mitigation.
- Monitored the IT infrastructure to proactively stop any issues or system vulnerabilities before an escalation.

EARLY CAREER

WEB DEVELOPER

2009 – PRESENT

Mediawerkz | San Jose, CA

Developed responsive websites and applications utilizing scripting/programming languages like HTML, JavaScript, and CSS. Implemented custom features and provided technical support as needed.

WEBMASTER

2009 – 2012

Bay Area Leadership Foundation | San Jose, CA

Collaborated closely with cross-functional teams to align IT strategy with brand identity. Understood the user experience in and out, creating an engaging web experience that was intuitive and seamless.

WEBMASTER

2009 – 2010

National LambdaRail | San Jose, CA

Advised key stakeholders and managed website tools and processes. Combined technical marketing and website development to make actionable website and application improvements. Ensured compliance and best practices to WCAG and ADA requirements.

TECHNICAL PROFICIENCIES

Adobe Creative Suite	Dreamweaver, Illustrator, Photoshop, Premiere, After Effects
Microsoft Office Suite	Word, Excel, PowerPoint, SharePoint, Lists, Forms, Power Automate

AI Software	Midjourney, ChatGPT
General & PM Programs	Adobe Analytics, Google Analytics, Google Suite (Docs, Drive, Sheets), Smartsheet, Tableau, Meetup