

Dawn Romvari

Experiential Marketing & Growth Leader

Executive with 15+ years of experience driving growth, engagement, and brand visibility in the B2B tech industry. Renowned for architecting experiential strategies and industry activations that translate bold concepts into measurable impact.



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NYC/NJ



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AREAS OF STRENGTH

- B2B Growth Leadership
- Experiential Marketing
- Concept Development
- Industry Partnerships
- CRM Infrastructure
- Audience Segmentation
- Performance Analytics
- KPI Development
- Budgeting & Forecasting

INDUSTRIES

- Digital Infrastructure & Technology (Data Centers, Computer Network, Cloud Computing, Telecommunications, Storage, Hardware, Software, Cybersecurity, AI...)
- SaaS
- Automotive
- Pharmaceutical
- Healthcare
- Fintech
- Insurance
- Consumer Goods

AI-POWERED TOOLS

- UXPressia (Buyer Personas)
- DALL-E (Image Generator)
- Visme (Infographics & Pres)
- Surfer (SEO Optimization)
- Unlayer (Email & Newsletter)
- Marin (Ads-Paid Search & Social)
- Grammarly (Writing & Editing)

QUANTIFIABLE RESULTS

Social Media Growth: Increased LinkedIn engagement and followership by 112% in 21 months by creating a dynamic social media calendar and innovative multimedia content, averaging 32 posts monthly.

Revenue-Driving Partner Activation: Designed and implemented a high-impact partner event, managing everything from initial concept development through execution, culminating in the closure of deals worth over \$500K.

Email Campaign Leadership: Directed email marketing campaigns for upsell and new prospects, achieving open rates on average of 39% to 45%.

Targeted Drip Campaign: Created and led a targeted drip campaign to introduce a new platform, engaging 1K current clients who met specific segmentation criteria, resulting in 27 sign-ups and deals worth over \$350K with call support from the sales team.

Industry Demand Expansion: Architected F1-themed experiential campaign at NADA Show 2026 (National Automobile Dealers Association), featuring a branded F1-wrapped car and curated giveaway display—generating 189 MQLs in 48 hours. Secured NADA distribution of a 60K-attendee promotional email (team-designed) and expanded presence through product discovery demo participation.

Industry Recognition: Secured 4+ national Stevie & Merit Awards; independently submitted first two Stevie entries within first five days of joining.

EXPERIENCE

Director, Demand Generation

Authenticom, Inc. | 6/2025 – Present

Lead demand generation and industry marketing initiatives to drive pipeline growth across the automotive data infrastructure ecosystem. Partner cross-functionally with Executive, Sales, Product, and Creative leadership to build scalable, multi-channel programs aligned to revenue objectives.

- Develop persona-based messaging and go-to-market strategies across Dealers, OEMs, and strategic partners
- Build sales enablement infrastructure (battle cards, messaging frameworks, visual assets) to accelerate deal progression
- Design high-impact industry and private event activations to generate qualified pipeline and increase velocity
- Align marketing initiatives to sales motions and customer decision journeys
- Define KPIs and performance frameworks to measure impact and optimize growth
- Identified critical Salesforce infrastructure gaps limiting demand reporting and segmentation; initiated and now co-leading cross-functional CRM enhancements with internal and external teams to enable scalable tracking and revenue visibility

FOUNDER & STRATEGIC MARKETING ADVISOR

the content catalyst strategist | New York, NY | 8/2009 – Present

- Develop marketing roadmaps and demand programs for B2B and B2C clients
- Design integrated 360-degree campaigns spanning thought leadership, digital, and sales enablement assets
- Advise executive stakeholders on messaging, positioning, and growth alignment

SOFTWARE & PLATFORMS

- Salesforce
- HubSpot
- Outreach
- TechTarget Priority Engine
- Alchemer
- Canva
- Wibbitz
- Pipedrive
- Jira
- Zoho
- Monday.com
- WordPress
- Cvent
- Google Analytics (Certified)
- LinkedIn, X, & Instagram

EDUCATION

BA | HISTORY
City University of NY
Brooklyn College

CHIEF CONTENT OFFICER

Yotta (Remote) | 11/2023 – 11/2024

Guided strategic content vision for a startup tech event platform focused on unifying the digital infrastructure ecosystem. Partnered with founder George Rockett (DatacenterDynamics) to architect executive-level programming featuring C-suite keynotes, workshops, and VIP sessions.

- Built industry partnerships with organizations to expand brand visibility and event adoption
- Collaborated with Advisory Board and Vision80 leaders to shape high-impact content themes
- Led executive speaker acquisition and stakeholder engagement across the digital infrastructure sector
- Conducted 100+ briefings with C-suite executives within the digital infrastructure industry

B2B CONTENT MARKETING MANAGER (STRATEGIST)

Netrality Data Centers (Remote) | 9/2021 – 9/2023

- Developed, implemented, and executed an editorial and social media calendar
- Created solid strategic marketing initiatives for content including demand generation, sales enablement, and brand awareness
- Led channel partner initiatives, driving pipeline growth & deal closures
- Wrote compelling content showcasing company as subject matter experts

MARKETING ACCOUNT MANAGER

Motus (Wireless Analytics was acquired by Motus | Remote) | 11/2017 – 3/2021

- Created and executed the strategic marketing plan for Channel Partners to foster relationships, grow pipeline, and close deals
- Produced mixed media content including videos, banners, blogs, and sales collateral to increase engagement while promoting brand awareness

ADDITIONAL EXPERIENCE

INNOVYX, NYC | Senior Account Executive | 3/2009 – 7/2009

Direct Marketing Advertising Distributors, NY | Marketing Manager | 8/2004 – 1/2006

Quinn Fable Advertising, NYC | Marketing Manager | 6/2003 – 8/2004

KPC: Christopher Thomas, NY | Account Executive | 11/2002 – 6/2003

Altice USA (Formerly Cablevision), NY | Traffic Coordinator | 4/2001 – 11/2002