

Andria Browne

Bringing actionable insight to B2B marketing and sales through analytics and project management

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Proven talent for aligning business strategy and objectives with established business analytics and marketing management paradigms to achieve maximum operational impacts with minimum resource expenditures. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills.

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING AND SALES ENABLEMENT

APC Postal Logistics: East Rutherford, NJ

January 2025 - Present

As the first and sole marketing employee for APC Postal Logistics, I have been building up the company's marketing from the ground up. Within the first 9 months on the job, I have launched a new brand inclusive of a new logo, playbook, and redesigned website. Now that the foundation has been set, we are gearing up to launch a series of digital and direct mail campaigns in the month of September.

DIRECTOR OF MARKETING OPERATIONS

SEBPO: Marlton, NJ

March 2020 – August 2024

I supported the growth of SEBPO's Marketing department by managing agency partnerships, event strategy and execution, evaluating and implementing the marketing tech stack, developing business analytics and insights, and managing a team of five offshore resources in Bangladesh.

- Developed the company's event strategy and executed the logistics and marketing campaigns surrounding events, sourcing 35% of the sales pipeline.
- Evaluated and implemented the marketing tech stack, uncovering new tools to support the marketing team's vision.
- Developed a tracking system and analytics to manage the marketing budget and advertising spend.
- Provided leadership and mentorship to team members both on and offshore.

TAX MARKETING SENIOR MANAGER

PwC: Philadelphia, PA

January 2019 – September 2019

My goal was to grow the tax footprint in the Mid-Atlantic market, drive business development behaviors, increase PwC's brand, and use technology to enhance the function and brand, all while using data to make business decisions.

- Analyzed the market to uncover new business opportunities for both new and existing clients.
- Led pursuit calls to help strategize the best pricing and proposal strategy to win new client work.
- Managed and analyzed the sales pipeline in Salesforce, including creating reports and dashboards to provide greater visibility into the status of our pipeline.

PRINCIPAL, SALES OPERATIONS

Hitachi Consulting: Remote

January 2016 – December 2018

Promoted to bring new life to the company's Oracle Sales Cloud Global CRM tool, including reporting and analytics of the marketing and sales pipeline, development of dashboards and KPI scorecards, management of the sales process, and recommendations to sales and marketing executive leadership on a strategy based on analytic findings.

- Built, executed, and managed global dashboards and advanced analytics for reporting on future strategy based on findings.
- Managed the custom-built integration between Oracle Sales Cloud and Eloqua.
- Oversaw a team of 8 offshore resources, providing guidance and ensuring high quality of work.

PROFESSIONAL EXPERIENCE (CONT.)

MANAGER, AMERICAS INTEGRATED CAMPAIGN MARKETING

Hitachi Consulting: Remote

August 2012 – December 2015

Led the account-based marketing efforts for a target group of prospective clients in the chemical, consumer, industrial, and life sciences industries by managing the development and implementation of marketing and sales programs established by the needs of each industry sector.

PROJECT MANAGER

BDP International: Philadelphia, PA

July 2011 – August 2012

Responsible for successfully planning, managing, and completing various infrastructure and customer integration projects involving support from the IT department.

MARKETING OPERATIONS EXECUTIVE

BDP International, Philadelphia, PA

November 2006 – July 2011

Member of a 3-person marketing team handling all market research, corporate communications, and event management relating to the strategic global marketing and communications activities for operations spanning over 115 offices in 32 countries.

EDUCATION

SAINT JOSEPH'S UNIVERSITY

PHILADELPHIA, PA

- MASTER OF SCIENCE – Business Intelligence & Data Analytics, 2018
- MASTER OF SCIENCE – International Marketing, 2005
- BACHELOR OF SCIENCE – Marketing, 2004

SKILLS

BUSINESS PERFORMANCE

- IAOP Associate Certified Outsourcing Professional (aCOP)
- ITIL Foundation Certified
- Six Sigma Green Belt Trained

SOFTWARE AND WEB APPLICATIONS

- CRM Tools
 - Oracle Sales Cloud, Salesforce
- Graphic Tools
 - Adobe Creative Suite, Canva
- Email Marketing
 - Constant Contact, Klaviyo, MailChimp, SendGrid
- Project Management
 - ClickUp, Jira, Monday.com
- Website Management
 - Contribute, WordPress, SharePoint, WebFlow