

# Melissa Centrella

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Strategic and tactical revenue marketing expert with over 20 years of experience driving bottom-line growth through programs that blend creativity with accountability. Demonstrated success in defining, organizing, and executing full-funnel (lead to renewal) initiatives by leveraging deep knowledge of market trends, technologies, and solutions. Known for creating operational efficiencies for cross-functional teams and vendors to achieve business goals in fast-paced, evolving environments.

## | areas of expertise

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- Marketing pipeline & revenue strategy
- ABM & segment campaign architecture
- Lifecycle conversion modeling
- Marketing tech fluency
- Goal setting and measurement
- Cross-functional team leadership
- Scalable operations & process design
- Content strategy across lifecycle

## | professional experience

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### VICE PRESIDENT, REVENUE MARKETING

**Muck Rack – Remote | Feb 2024 – Present**

Lead a cross-functional team spanning demand generation, customer marketing, content, operations, and sales development (SDRs).

- Generated \$22M in marketing-sourced pipeline across SMB, Mid-Market and Enterprise segments (75% of total) and \$6M in revenue in 2024; 40% attributed to SDRs, 35% to marketing programs.
- Overhauled GTM tech stack, migrating from HubSpot to Marketo, Salesforce, Outreach and LeanData, introducing a lead lifecycle model, scoring framework, and attribution structure.
- Elevated campaign impact through structural evolution, launching new vendors, strategies and channels (paid media, nurturing, virtual events, gifting, industry targeting, product launches).
- Took ownership of SDR team operations, driving improvements in structure, performance metrics, and AE alignment.
- Developed a conversion-based pipeline model to guide planning and optimize GTM performance.

### HEAD OF DEMAND GENERATION AND ENGAGEMENT MARKETING

**Fitbit Health Solutions (Google) – Cambridge, MA | Jul 2023 – Feb 2024**

Brought on to accelerate revenue goals through campaigns targeting complex health plans, enterprise and their employee and member audiences (B2B2C).

- Directed team and agencies across operations, events, and engagement to drive multi-touch ABM and traditional demand gen.
- Built and executed strategy, campaign plans, and funnel metrics.

*Note: Role eliminated due to Fitbit's integration into Google Health.*

### SENIOR DIRECTOR, GLOBAL DEMAND GENERATION

**Heap Analytics (now part of Contentsquare) – Remote | 2022 – 2023**

Repositioned demand generation to support enterprise buying cycles beyond TOFU activity.

- Led a global team in digital, operations, and field marketing to introduce ABM strategies and full-funnel KPIs.
- Delivered \$11M in pipeline and \$2.9M in ARR in FY2023.
- Shifted the team focus from lead gen to pipeline contribution, refining goal alignment and campaign execution.

## SENIOR DIRECTOR, GLOBAL DEMAND GENERATION

**Monotype, Inc. – Woburn, MA | 2018 – 2022**

Led a global marketing team across digital, field, events, and ops to drive demand for B2B SaaS offerings.

- Generated \$14M in sourced and \$10M in influenced revenue in 2021, 80% over target and up from \$4.5M in 2019.
- Worked cross-functionally to increase campaign efficiency, achieving 5-6X ROI (9X for owned events).
- Grew deal influence through ABM strategy with sales alignment and targeted advertising.
- Built and matured a lead lifecycle model in close partnership with operations, BDRs, and enablement.

## VICE PRESIDENT, MARKETING

**Zmags (now Fastr) – Boston, MA | 2017 – 2018**

Led marketing and BDR teams to implement new KPIs, tooling, and programs focused on revenue impact.

- Introduced lead scoring and revamped cadences, doubling MQL–SQL conversion (8% to 16%) and sourcing 10% of revenue.
- Oversaw brand refresh, digital/event campaigns, and launch of a new website.

## MARKETING DIRECTOR

**Mendix – Boston, MA | 2015 – 2016**

Owned field, corporate, and digital marketing to support consistent monthly MQL output and pipeline goals.

- Delivered 400+ MQLs/month via robust campaign calendar, SEO/PPC, events, and content.
- Managed internal teams and agencies to scale initiatives across channels and throughout the funnel.
- Used Marketo to score, segment, and nurture leads while continuously optimizing based on lead lifecycle analytics.

## DIRECTOR, DIGITAL MARKETING

**Virgin Pulse (now Personify Health) – Framingham, MA | 2009 – 2014**

Directed digital strategy, branding, and marketing ops for both B2B and B2C markets.

- Delivered 6,000+ yearly inquiries; led a full website redesign in Drupal.
- Oversaw \$2M marketing budget and Eloqua/Salesforce stack to drive multi-channel lead gen.
- Created and executed webinar/email programs (60+ annual sends) and managed creation of the company's first mobile app.
- Owned company renaming/rebranding project with roll-out campaigns and comms to employees, members, clients and industry partners.

## ADDITIONAL EXPERIENCE

- ATG (now Oracle) – Sr. Mktg Programs Manager, 2006-2009
- EnvoyWorldWide (now Nuance) – Director of Marketing, 2003-2006
- Elbow Grease Marketing – Field Marketing Consultant, 2000-2003

## | education

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BA English, St. Michael's College, Winooski, VT  
Semester at University College, Galway, Ireland