

SHAUNIQUEA EURE

Senior Marketing Professional | Washington D.C. Metro Area
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Dynamic marketing leader with proven success in driving pipeline and revenue growth across tech startups and global enterprises. Expertise in field marketing, digital strategy, customer success programs, and ABM. Adept at aligning marketing and sales, analyzing data for strategic decision-making, and managing high-performing teams to deliver measurable outcomes. Exceptional communication and relationship-building skills.

CORE COMPETENCIES

Field Marketing • CX Strategy • Digital Marketing • ABM • Demand Generation • Lifecycle Marketing • SEO/SEM

PROFESSIONAL EXPERIENCE

Freelance Marketing Consultant | Sep 2024 – Present

- Advise clients on B2B marketing strategy, ABM programs, and customer lifecycle engagement.
- Lead campaign execution, customer marketing, and event planning projects.
- Deliver actionable insights across digital experience, reporting, and marketing operations.

Pluralsight | May 2017 – Jul 2023

Senior Director, Scaled Customer Success | Jun 2022 – Jul 2023

Recruited into the Customer Success Center of Excellence (CX CoE) to lead the design and delivery of scalable, data-informed success programs for 20,000+ global SCALE customers—Pluralsight's largest contributor to annual recurring revenue (ARR). Collaborated with Data Science, Sales, Product, and Marketing to build predictive digital journeys that accelerated adoption, improved retention, and deepened customer value.

- Led scalable, data-driven success programs for 20,000+ global customers, impacting retention and expansion.
- Migrated lifecycle programs to Gainsight, improving time-to-value by 25% and renewal rates by 18%.
- Recovered \$10.1M in ARR through a targeted win-back program with a 29.1% conversion rate.

Senior Director, NA Strategic Marketing | May 2021 – Jun 2022

Tapped to launch and lead a new strategic marketing function combining field and digital demand for North America's Strategic segment. Aligned tightly with sales to drive pipeline, account expansion and accelerate deal velocity. Unified digital and field marketing efforts to launch over 20+ multi-channel campaigns, boosting email and paid media engagement by 38% in Q4 2021 and Q1 2022; accelerating lead-to-pipeline velocity by 11%.

- Unified field and digital marketing to launch 20+ multi-channel campaigns, increasing engagement by 38%.
- Boosted strategic account growth by 10% through Demandbase-driven ABM programs.
- Increased sourced pipeline by 18% in 6 months through channel optimization.

Head of North America Field Marketing | Jun 2019 – May 2021

Promoted to build and lead a 10+ person team including marketing ops responsible for pipeline growth, budget management, and cross-functional alignment with Finance, Legal, and GTM to optimize execution and ROI.

- Led 10-person team managing pipeline growth, budget, and GTM alignment across NA.
- Developed high-impact field marketing programs influencing multimillion-dollar pipeline.
- Enhanced market penetration and sales velocity across strategic accounts.

Senior Enterprise Field Marketing Manager | May 2017 – Jun 2019

Designed and launched enterprise field marketing programs for the East region, establishing proven templates used across North America. Partnered directly with sales and marketing leaders to shape regional org structures and drive demand generation. Led high-impact webinars, executive roundtables, user groups, and executive events to fuel pipeline growth. Recruited, coached, and managed two direct reports, driving team performance and execution excellence.

- Developed scalable event formats—webinars, roundtables, user groups—to fuel enterprise growth.
- Exceeded pipeline goals and earned 2019 President’s Club honors.

NWN Carousel | Senior Field Marketing Program Manager | Mar 2016 – Jan 2017

Constructed the framework of a new field marketing program to augment awareness and demand for Carousel’s core solutions and services. Enriched collaboration between Sales and Marketing and delivered on established success metrics for marketing influence on pipeline.

- Built a scalable field marketing function and drove cross-functional alignment.
- Executed ABM co-marketing with partners, boosting pipeline across top 650 accounts.

Box | Senior Enterprise Field Marketing Manager | May 2012 – Feb 2016

First field marketer at Box. Entrusted to develop turnkey regional programs to build awareness and generate demand in multiple growth areas. Trusted advisor to Sales, partnering on several workstreams across Product Marketing, PR, Brand, Social, and Customer Success teams to construct new integrated field campaigns.

- Pioneered flagship event programs like Box Days and Cloud Workshops, generating \$4.8M in revenue.
- Built scalable field marketing infrastructure supporting 30–50+ annual events.

EMC (acquired by Dell) | Regional Field Marketing Manager | Jan 2006 – May 2012

Responsible for the planning, execution and measurement of multi-tiered marketing initiatives for Mid-Atlantic, Southeast and Central US. Strategized with enterprise and commercial sales leadership along with corporate marketing teams to translate business objectives into powerful regional marketing campaigns.

- Directed regional campaigns across Mid-Atlantic, Southeast, and Central U.S.
- Generated \$6.2M+ during the 2008–09 recession through thought leadership events.
- Led global energy GTM strategy, increasing sourced pipeline by 30%.

[View additional work experience prior to 2006 at: [linkedin.com/in/shauniquea/](https://www.linkedin.com/in/shauniquea/)]

EDUCATION

Boston University Center for Digital Imaging Arts
Postgraduate Certificate, Graphic and Web Design | Aug 2009

Virginia Commonwealth University
Bachelor of Science, Business Administration | May 2001

PLATFORM SKILLS

Adobe, ChatGPT-4, Cvent, Demandbase, Drift, Gainsight, Google Analytics, Gong.io, JIRA, Marketo, Monday.com, Pendo, Qualtrics, Salesforce, Seismic, Sendoso, Slack, Smartsheet, Splash, Tableau, Trello, Vimeo, Workfront, Workboard, Zendesk, Zoom