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CHASE DOELLING

MARKETING



ENTREPRENEURIAL



AGILE & LEAN



DESIGN



FRONT END DEV



COMMUNICATION



CONTENT



LEADERSHIP



EXPERIENCE

Global Developer Marketing | CA Technologies | 04/16 - Present

- Lead GTM activities for developer based products across North America, EMEA and APAC from digital assets to field
- Supported roll out and design of developer.ca.com
- Defined tone and presence of how CA engages developers in the field with end to end conference support and graphic design
- Lead all customer based hackathons across product lines

Sr Reference Marketing Analyst | CA Technologies (Acquired Rally) | 07/15 - 04/16

- Run Account Based Marketing Campaigns to support and close XL accounts
- Scrum Master and facilitator for multiple Agile Marketing teams
- Collaborated with customers to re-brand and rename assets from Rally to CA

Growth Hacker | Rally Software | 02/14 - 07/15

- Created and implemented customer advocacy programs for in person and online experiences.
- Collaborated with our most successful customers in amplifying their story to variety of mediums
- Organized internal & external hackathons to cultivate innovation at F500 companies and extend our platform
- Facilitated high level customer interaction with the business during Rally's Quarterly Steering and PSI Planning.

Founder and CEO | Craft Boom Corporation | 11/13 - 4/15

- Responsible for staffing, P&L, digital marketing, sales and partnerships
- Managed a group of 4 partners and 2 interns
- Filed, incorporated and prepared taxes for S corporation
- Craft Boom produced the CraftedHere mobile applications to find and curate local craft establishments
- Group won Best in Show and Best Tourism App at Hack 4 CO & #2 place at first annual Cannabis Tech Competition

Field Marketing Manager | Rally Software | 07/12 - 2/14

- Created end to end customer experiences with the brand through in-person events, live webinars and content.
- Reported key metrics of success through CRM
- Constantly optimized lead flow within fixed budget
- Liaison with sales managers to create and implement regional events to educate customers

Product Owner | Rally Software | 08/09 - 08/12

- Personally managed 70+ national training courses with 1100+ attendees in coordination with 45 trainers
- Set vision and execution for the brand with average annual revenue of \$750,000+
- Became registered education provider for the P.M.I. and Scrum Alliance
- Created and managed social media for the brand

