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CHASE DOELLING

MARKETING



ENTREPRENEURIAL



AGILE & LEAN



DESIGN



FRONT END DEV



COMMUNICATION



CONTENT



LEADERSHIP



EXPERIENCE

DIRECTOR, ALLIANCES MARKETING | CLOUD ELEMENTS | 04/18-PRESENT

- Lead joint marketing and enablement for our largest OEM customers including SAP, SAGE and AXWAY
- Created a referral network for new applications to join our catalog of integrations to fill technology gaps
- Created scalable training assets to allow partners to sell globally from centralized repeatable demos

PRODUCT MARKETING MANAGER | CLOUD ELEMENTS | 05/17-04/18

- Customer Go To Market lead providing consultative marketing with white-labeled assets for new customers
- Product content creation across all customer mediums for 3 different business lines, frequent blogger & speaker
- Conducted and maintained in-depth competitive intelligence across 3 primary and 10 secondary companies
- Support analyst relations through briefings and Gartner Magic Quadrant submissions

GLOBAL DEVELOPER MARKETING | CA TECHNOLOGIES | 04/16 - 05/17

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

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

BACK IN THE DAY

FOUNDER AND CEO | CRAFT BOOM CORPORATION | 11/13 - 4/15

FIELD MARKETING MANAGER | RALLY SOFTWARE | 07/12 - 2/14

PRODUCT OWNER | RALLY SOFTWARE | 08/09 - 08/12



EDUCATION

FORMAL

University of Colorado at Denver | MBA | 2017

University of Colorado at Boulder | Leeds School of Business | B.S., Marketing, 2006 - 2009

DEVELOPMENT

Certificate in Advanced Marketing Design | Sessions College of Design, August 2012

Certified Scrum Master | Scrum Alliance, January 2010

Certified Product Owner | Scrum Alliance, March 2010

Inbound Marketing Certification | HubSpot, December 2013

Certificate of International Business | Umbra Institute Perugia Italy, 2008 - 2009

ETCETERA

SPEAKER AT:

Dev Week 2019

API World 2018

Nordic API Summit 2017 & 2018

Develop Denver 2017 & 2016

Denver Start Up Week 2015

RallyON 2015 (Now CA World)

FEELS AT HOME WITH:

Adobe Suite & Asana

HTML, CSS & JavaScript

Marketing Automation Apps

Atom & GitHub

Google Enterprise & AWS

Meetings that result in homework

ON THE SIDE:

Certified Beer Judge

Captain for Movember since 2012

Student Mentor at University of Colorado

Experienced Traveler

Century List Creator

NOTES

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