

# Charlene Briganty

Storyteller | Integrated Marketing Leader | Fractional CMO

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**Building brands & fueling pipelines, one strategic story at a time.**

Values-driven marketing leader with 15+ years of experience growing brands across B2B/B2C in tech, CPG, and global associations. Skilled in integrated marketing, content strategy, brand development, and demand generation. I turn strategy into storytelling that fuels engagement, builds trust, and drives revenue.

Proven track record leading cross-functional teams and scaling content operations to deliver multimillion-dollar campaign impact. Bilingual in English and Spanish, with global experience and a strategic approach that combines creativity with measurable results.

## KEY ACHIEVEMENTS

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- **Drove millions in sales** through executive-level content campaigns that fueled pipeline growth.
- **Secured 10+ #1 Google rankings** for high-intent keywords, tripling qualified traffic.
- **Led viral online event activation**, boosting site traffic by 300% with a 10% conversion rate.
- **Generated \$15M+ in annual media coverage** across 12 LATAM markets via strategic media relations.
- **Delivered 900% average ROI** on international media trips by crafting compelling storylines and tailored press experiences.
- **Saved \$290K+ annually** by bringing creative and production in-house.
- **Cut event marketing costs by 20%** while improving efficiency and performance.
- **Achieved 100% team satisfaction** through empathetic, growth-focused leadership.

## WORK EXPERIENCE

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### Marketing Manager (Head of Marketing Function)

Velocity MSC | B2B Telecom | USA

Remote

December 2022 – Present

- Lead integrated marketing strategy across events, sales enablement, ABM, content, social, and thought leadership—boosting brand awareness and strengthening pipeline engagement.
- Scaled the marketing team by securing executive buy-in to support business growth.
- Own events and experiential marketing, including trade shows and customer events, managing sponsorships, vendor coordination, and branding.

- Designed and project managed two customer experience centers within one year, streamlining resources and optimizing impact.
- Developed brand strategy, defining mission, vision, and core brand pillars to guide messaging and positioning.

### **Fractional CMO & Content Strategist**

Freelance | B2B & B2C | Americas

Remote

January 2000 – Present

Partner with brands across tech, hospitality, lifestyle, healthcare, retail, e-commerce, and finance to craft content and digital strategies that position brands, generate leads, and deepen audience connection.

### **Marketing Manager**

Intraway | B2B Telecom | Global

Remote

October 2021 – December 2022

- Led full-funnel marketing across content, SEO, PPC, email, ABM, and events—supporting customer retention and regional expansion.
- Launched a partner program, enabling new channel revenue streams and expanding reach.
- Led a five-person marketing team, fostering collaboration and career development.

### **Communications & Content Marketing Manager**

Intraway | B2B Telecom | Global

Remote

March 2017 – October 2021

- Built the content marketing function, scaling editorial output and repurposing assets to boost organic reach.
- Secured 10+ #1 Google rankings for high-intent industry search terms.
- Developed a high-converting webinar program for ABM efforts—achieved 30%+ attendance from key accounts and influenced mid-funnel velocity.

### **Marketing Account Manager**

The Institute of Internal Auditors (The IIA) | Non-profit | Global

Altamonte Springs, FL

July 2014 – July 2016

- Led marketing for ten product lines, overhauling campaigns to drive millions in sales.
- Created multi-channel campaign content across digital and print to improve engagement and support consistent messaging.
- Promoted from *Marketing Coordinator*.

### **Internal Communications Specialist**

adidas | Consumer Goods | LATAM

Panama City, Panama

May 2013 – November 2013

Led internal communications across LATAM, coordinating campaigns, employee events, and town halls to enhance culture and alignment.

## **Communications Coordinator**

Red Bull | CPG | LATAM North

Bogota, Colombia  
January 2012 – October 2012

- Supported content production and editorial communications across 14 markets.
- Collaborated with external content producers, traveling extensively throughout the region and contributing to the success of events and athlete activations.
- Promoted to lead regional communications based on strong performance and leadership potential.

## **Communications Assistant**

Red Bull | CPG | Central America & the Caribbean

Panama City, Panama  
March 2010 – December 2011

- Led editorial communications across 12 countries and produced regional content for global distribution.
- Directed regional media relations, crafting unique press experiences that consistently delivered high ROI.
- Mentored a 12-person comms team, fostering a collaborative, innovative culture.

## **EDUCATION & CERTIFICATIONS**

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**B.A. in Communications** | Universidad del Sagrado Corazon ( *Cum Laude* )

Certifications: Connectd Fractional Executive | HubSpot Inbound Marketing | LinkedIn Marketing Fundamentals | AI Prompt Engineering

## **SKILLS & INTERESTS**

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### **Technical Skills**

- CRM & marketing automation: HubSpot, Salesforce, Pardot
- CMS & design: WordPress, Wix, Canva, Photoshop (basic)
- Project management: Asana, ClickUp, Monday.com, Trello, Smartsheet, Jira
- Analytics & ads: GA4, Ubersuggest, Google ads, LinkedIn Ads

### **Marketing Skills**

- Integrated marketing strategy
- Demand generation
- Account-based marketing (ABM)
- Partner & channel marketing
- Brand storytelling & content strategy
- Go-to-market (GTM) & sales enablement
- Events & experiential marketing
- Communications & PR strategy

Languages: English (Fluent) | Spanish (Fluent)

Interests: Volunteering | Blogging | Cooking