

CHERYL L. FUJII

cherfujii@gmail.com

Cell: (408) 206-5233

<https://www.linkedin.com/pub/cheryl-fujii/1/74/520>

DESIRED POSITION

Seeking a Corporate Content Manager role where I can shape content strategy, develop compelling stories across multiple formats, and manage the content lifecycle from concept through distribution. I enjoy partnering with Product Marketing, Demand Generation, Design, and executive leaders to create content that strengthens the brand, supports product launches, and delivers measurable business results.

SUMMARY OF QUALIFICATIONS

- Content marketing leader with deep experience developing integrated content strategies, executive thought leadership, campaign messaging, and customer-focused storytelling that contributed to \$57.9M in annual marketing-sourced pipeline.
 - Experienced creating and repurposing content across blogs, research reports, webinars, email campaigns, social media, product messaging, customer stories, and executive communications, matching the right format to the audience and business objective.
 - Strong full-funnel strategist with a track record of building scalable programs across digital, content, events, email, and thought leadership that consistently exceed pipeline, engagement, and conversion goals.
 - Data-driven marketing professional proficient in Salesforce, Marketo, Outreach, Pathfactory, Informa TechTarget, leveraging analytics, segmentation, and sales enablement to optimize conversion, pipeline performance, and ROI.
-

PROFESSIONAL EXPERIENCE

Cribl, Inc.

Integrated Campaigns Senior Manager

Dec. 2023-April 2026



- Built Cribl's campaign planning framework, introducing standardized briefs, editorial planning, governance, and content workflows that transformed one-off marketing efforts into scalable, integrated campaigns and improved execution consistency by 30%.
- Led the strategy and execution of integrated marketing campaigns across digital, content, events, paid media, social, web, email, and executive thought leadership, aligning cross-functional teams to deliver consistent messaging experiences for both prospects and customers that drove 2x engagement and increased pipeline performance.
- Helped establish Cribl's AI market presence by integrating AI messaging across brand, digital, events, and content programs, including a Harvard Business Review research initiative that strengthened thought leadership and elevated Cribl's credibility in the emerging agentic AI market.
- Developed audience, messaging, channel, and measurement strategies that translated complex observability, security, and AI capabilities into compelling value propositions.

Demand Generation Senior Manager

Nov. 2021-Dec. 2023

- Exceeded annual pipeline goals by delivering \$57.9M in marketing-generated pipeline against a \$57.5M target while growing quarterly pipeline performance from \$25.8M to \$41.6M, demonstrating scalable execution and predictable results.
- Collaborated with Product Marketing, Marketing Operations, SDRs, and regional stakeholders to develop targeted audience strategies, campaign messaging, and nurture programs that exceeded AQL targets by up to 15% and improved lead quality.
- Launched Cribl's webinar program and built a repeatable process for extending the value of every event by turning recorded sessions into blogs, email campaigns, social content, and other evergreen assets.

CHERYL L. FUJII

cherfujii@gmail.com

Cell: (408) 206-5233

<https://www.linkedin.com/pub/cheryl-fujii/1/74/520>

Pro Unlimited (Magnit Global)

Director of Demand Generation

Nov. 2020- Oct. 2021



- Built and led the strategic vision for a scalable demand generation engine, aligning marketing and sales around targeted buyer journeys, pipeline goals, and revenue objectives while driving integrated programs across email, webinars, social, nurture, and intent-based channels to accelerate enterprise growth.
- Leveraged audience insights and campaign performance to refine messaging, recommend new content opportunities, and improve engagement and conversion throughout the customer journey.
- Led marketing technology and operations initiatives, optimizing Salesforce and Marketo and integrating 6sense and Bombora intent data to improve campaign measurement, automate workflows, and enable sales teams to prioritize and engage high-intent accounts more effectively.

Pure Storage (Everpure)

Marketing Operations | Content Operations (Contractor)

June 2020- Oct. 2020



- Led implementation of Welcome's enterprise content management platform, creating a centralized environment for campaign planning, editorial calendars, creative collaboration, and content production that doubled platform adoption.
- Managed editorial calendars, creative briefs, governance, stakeholder communications, and production workflows while partnering with Product Marketing, Creative, Digital, Social, and agency teams to deliver consistent, high-quality content across every channel.
- Developed user training, documentation, and governance processes that improved collaboration, simplified content operations, and helped teams scale content production more efficiently.

Adobe, Inc.

Adobe Enterprise Demand Generation Manager (Contractor)

Apr. 2018- May 2020



- Owned integrated campaigns across email, web, webinars, social, advertising, and direct mail, creating customer-focused messaging that delivered the highest average deal size across Adobe's marketing channels during FY19.
- Delivered high-performing multi-channel programs across ads, email, direct mail, web, social, and webinars—driving the highest average deal size of all channels in FY19 through targeted messaging and persona-based programs.
- Applied a data-first optimization approach by partnering with Marketing Operations to build dashboards and reporting that tracked performance, conversion, and pipeline impact, improving ROI and funnel efficiency.
- Managed internal teams and external agencies to deliver campaigns on time and on budget while meeting contractual lead guarantees; leveraged platforms including Salesforce, Marketo, PathFactory, Outreach, and WalkMe to scale execution.

Acrobat Marketing Campaign Manager (Contractor)

Nov. 2017-Apr. 2018

- Developed lifecycle email campaigns, product messaging, and customer communications that increased acquisition by 8%, improved conversion by 10%, and helped transition Acrobat free users to paid subscriptions..
- Managed a team of project managers to ensure strategy and assets were executed on time and targeted by user segment, A/B test and creative assets.
- Managed the creative production process and served as the single point of contact across internal teams and external agencies.
- Partnered with the analytics team to ensure reporting is accurately created and delivered on a weekly basis to ensure success metrics were reached or to optimize programs for improved engagement.

CHERYL L. FUJII

cherfujii@gmail.com

Cell: (408) 206-5233

<https://www.linkedin.com/pub/cheryl-fujii/1/74/520>

Xactly Corporation

Enterprise Marketing Campaigns

Feb. 2017 - November 2017



- Led integrated B2B demand and ABM campaigns across inbound, outbound, nurture, and digital channels, driving sustained enterprise pipeline growth and increased engagement across priority accounts.
- Piloted and scaled enterprise ABM programs, defining targeting and content strategy that delivered 15–25% increases in target-account engagement and stronger alignment with Sales.
- Developed high-impact, rapid-execution email campaigns to support net-new logo acquisition and account expansion, improving open rates by 10–20% and accelerating sales follow-up.
- Strengthened campaign performance and credibility by partnering closely with Sales and integrating customer proof points (testimonials and video case studies), improving opportunity quality and conversion.

MobileForce Software

Marketing Director

Nov. 2015 – Sept. 2016



- Developed the content and demand generation strategy across the customer lifecycle, creating integrated campaigns, thought leadership, email marketing, web content, and product messaging that increased marketing-qualified leads (MQLs) by 3x and generated more sales-ready opportunities.
- Partnered with Product Marketing and executive leadership to develop GTM messaging, positioning, campaign content, and customer communications, ensuring consistent storytelling across digital channels, product launches, and integrated marketing programs.
- Directed agency partners and cross-functional teams responsible for creative, content production, SEO, email marketing, and digital campaigns, delivering high-quality content on schedule while maintaining brand consistency and improving execution efficiency.
- Led the redesign of the corporate website and content experience, strengthening brand positioning, showcasing customer success stories, and improving audience engagement and inbound conversion through data-driven optimization.

eBay, Inc.

Senior Marketing Manager

Apr. 2004 – Nov. 2015



- Led integrated global marketing campaigns that combined content strategy, campaign messaging, email, digital marketing, and customer communications, contributing to a 36% increase in subscriptions, a 15% improvement in Net Promoter Score (NPS), and sustained customer adoption.
- Created customer-focused content across email, digital, seasonal campaigns, and product launches that generated more than \$40M in revenue, increased marketplace listings by 175% year over year, and supported continued marketplace growth.
- Built and scaled customer advocacy and influencer programs, producing customer stories, testimonials, executive reference content, and social campaigns that amplified product launches, strengthened brand credibility, and expanded a 100+ member customer advocacy community.
- Led 150+ customer interviews to create customer insights, reference content, executive communications, and educational content that influenced product strategy and strengthened customer engagement.

Awards and Recognitions

- Awarded the eBay Hero award for collaboration and culture in leading a successful integrated global campaign across multiple organizations.
- Xactly X Factor Award for Distinguished Marketing Contributions
- Cribl Marketing Excellence Award

Education

San Jose State University, San Jose, CA

Bachelor of Arts, Social Science w/Child Development