

Hollie Murrin

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Head of Marketing

Results-driven and innovative marketing leader with 23+ years of experience in digital and direct marketing, product positioning, and campaign management for financial services, SaaS, and fintech firms. Proven track record driving brand growth, client acquisition, and market expansion. Strong communicator and collaborator who leads diverse teams to deliver quantifiable business value.

CORE COMPETENCIES

- Account-Based Marketing
- B2B and B2C Marketing
- Team Leadership & Development
- Content Strategy & Creation
- Market Research & Analysis
- Go-to-Market Strategy
- Digital Marketing Optimization
- Partnership Development
- Brand Development & Awareness
- Channel Marketing
- KPI & Performance Metrics Analysis
- Budget Management & ROI Optimization

PROFESSIONAL EXPERIENCE

Owner | HRM MARKETING SOLUTIONS | CHICAGO, IL | SEPTEMBER 2024 – PRESENT

- Developed content and design creative for non-profit and financial services companies.
- Built omnichannel content marketing strategies to drive acquisition, improve retention, and reduce attrition; outlined KPIs to benchmark performance for ongoing plan refinement.
- Created fundraising marketing funnels to nurture new givers and convert existing donors into recurring givers.

Head of Marketing | VISION2 SYSTEMS | DALLAS, TX | NOVEMBER 2021 – SEPTEMBER 2024 (COMPANY DISSOLVED)

- Spearheaded marketing and event strategy for a SaaS startup's payment processing platform that served churches and nonprofits, driving brand positioning, crafting creative assets, and executing go-to-market plans; elevated market presence and fueled sales growth through tailored selling systems and sales training initiatives.
- Aligned with customer support to streamline onboarding, refine retention processes, and implement loyalty programs to boost long-term engagement and client retention rates; contributed to an average NPS score over 90.
- Implemented lifecycle marketing using HubSpot for lead scoring, MQL and SQL email journeys, persona-specific workflows, and AI-driven content; strengthened multi-channel marketing impact across social media, direct mail, and client communications.
- Championed strategic integrations with key industry platforms (ChMS, CRM, Microsoft Dynamics through the Microsoft Partner Program, HubSpot), supporting seamless technology adoption and operational efficiencies.
- Conducted a brand refresh across market verticals, including digital, print, social media, and thought leadership assets.
- Directed industry-wide research surveys and analyzed the data to produce thought leadership content, including annual reports, webinars, podcasts, live events, and publications; achieved an uplift in brand credibility & a 60% surge in target web traffic.

Director of Segment Marketing | MORNINGSTAR INVESTMENT MANAGEMENT | CHICAGO, IL | JANUARY – OCTOBER 2021

- Directed cross-channel marketing initiatives to engage advisors across diverse segments, including broker/dealer, independent, and insurance sectors; managed a high-performance team to drive demand for model portfolios and TAMP solutions, fostering new client acquisition and nurturing long-term advisor relationships.
- Worked with product and sales teams to refine messaging and enhance awareness of platform features and tools; launched campaigns through video content, educational materials, and Eloqua-driven email journeys, boosting engagement metrics.
- Produced marketing collateral, including brochures, web pages, email campaigns, ads, and social media content to amplify brand messaging and broaden audience reach; contributed to a long-term uplift in digital engagement and improved lead generation.
- Developed toolkits, crafted talking points, and executed targeted training sessions to empower the sales force; bolstered sales activation and drove a 35% contribution to overall MQLs and a 28% share of SQLs within the campaign period.

Head of Marketing | ORANJ | CHICAGO, IL | JUNE 2019 – DECEMBER 2020 (COMPANY DISSOLVED)

- Introduced KPI-based direct marketing and digital strategies to drive lead acquisition and adoption of the startup's investment model marketplace and platform features by registered investment advisors, independent advisors, and broker/dealer advisors.
- Initiated strategic partner marketing initiatives with asset management and other fintech partners, including events, social partnering, research reports, and thought leadership.
- Built a team responsible for prospect and client nurturing through HubSpot workflows, lead scoring, and engagement tracking with Pendo and Salesforce that resulted in an average 29% OR /2.3% CTR, a 25% web traffic increase, dormant client re-engagement by 24%, a 30% flow increase in partner products, and a 25% QoQ increase in media mentions.
- Conducted a website migration and re-design to emphasize industry studies, multi-media content, and storytelling.
- Managed an organic and paid social media strategy that extended brand voice and built influencer status.
- Implemented a public relations-led go-to-market strategy for product launches and building influencer engagement.

Director | INVESCO | DOWNERS GROVE, IL | SEPTEMBER 2015 – MAY 2019***Director, Product Marketing Enablement (North America)***

- Led a team in delivering multilingual marketing assets across retail and institutional product lines, ensuring consistency and strategic alignment; optimized content creation workflows to enhance market reach and bolster investment advisor engagement.
- Utilized analytics to identify inefficiencies, improve key operational procedures, and drive process enhancements.
- Supported onboarding and integration of Seismic for content automation and Salesforce hosting, aligning tools to streamline marketing output; reduced time-to-market for quarterly materials by 17 business days.

Director, Investments Marketing (North America)

- Directed client acquisition and go-to-market strategies for North American product lines, including ETFs, mutual funds, and SMAs; led international marketing efforts to enhance product education and position offerings in the competitive landscape.
- Applied agile methodologies and KPI-driven tactics to develop a three-tiered selling system and curate client journeys for advisors and institutional clients, enhancing sales engagement and driving targeted growth initiatives across diverse segments.
- Collaborated with cross-functional teams to align global strategies, ensuring cohesive messaging and maximizing the impact of multi-channel marketing campaigns, including a \$1.5 B increase in annual assets for a newly acquired product line.

Director, Investments Marketing (U.S.)

- Established a team dedicated to supporting ETF product launches, fostering relationships with index providers, and driving high-impact, product-focused campaigns; aligned strategic goals and brand messaging.
- Integrated sales and marketing efforts with agency-developed content to orchestrate impactful product launches; leveraged cross-departmental collaboration to maximize outreach and client engagement.
- Developed marketing events and investment campaigns, crafting a scalable framework for future firm-wide initiatives that expanded brand presence, captured new market opportunities, and positive asset flows for 95% of focus products.

Director, Intermediary Marketing | CALAMOS INVESTMENTS | NAPERVILLE, IL | MAY 2014 – SEPTEMBER 2015

- Built a team to execute metrics-driven marketing campaigns, manage national account communications, and produce mutual fund, closed-end fund (CEF), and UCIT fund content; leveraged analytics to optimize campaign performance and drive growth; produced multimedia campaigns that contributed to a CEF IPO of \$555M in assets before leverage.
- Launched thematic, multimedia product campaigns to enhance brand visibility and competitive positioning; integrated multi-channel strategies to maximize reach and engagement, driving market interest and expanding the investor base.
- Developed upstream marketing initiatives, creating partner-specific content, monthly alternative investment summaries, and targeted newsletters for strategic partners, investor relations, and centers of influence.
- Oversaw the regulatory updates of global marketing collateral, ensuring data integrity across all materials; streamlined processes to maintain a cohesive brand narrative and facilitate investor decision-making.
- Designed and implemented marketing strategies for due diligence events, roadshows, and sales conferences.

EARLIER EXPERIENCE**GUGGENHEIM INVESTMENTS | CHICAGO, IL | 2008 – 2014**

Director, Sr. Campaign Marketing Manager- Executed ETF, mutual Fund, UIT, and closed-end fund home office/national account campaigns across equity, fixed income, real estate, alternative investments, and municipal bonds.

FINANCIAL RESEARCH ASSOCIATES | SANTA CRUZ, CA | 2006 – 2008

Senior Marketing Manager and Conference Director | Executive Director- The Hedge Fund Business Operations Association |
Executive Director- The International Publication Planning Association (Pharmaceuticals)

CALAMOS INVESTMENTS | NAPERVILLE, IL | 2001 – 2006

Senior Marketing Manager, Institutional Investors and Private Clients

EDUCATION & LICENSES

Bachelor of Arts: Business Administration, Illinois Wesleyan University

Master of Business Administration: Business Administration, Olivet Nazarene University

Previously held FINRA Series 7 and 24 licenses

IT SKILLS

Microsoft Office Suite, Canva Design and Video Production, HubSpot Solutions Partner, HubSpot Reporting Certified, Eloqua, Pipedrive, Asana, Monday.com, Google Analytics, Google Console, Monday, WordPress, Moz