

Chris Porreca

Strategist & Marketing Operations Analyst

Newquay, Cornwall, UK

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PROFILE

Creative Marketing Strategist & Marketing Operations denizen, 'fair-weather' surfer, astro-photographer, post-rock guitarist and synthwave enthusiast.

*Chris P navigates the (sometimes stormy) waters between Sales and Marketing unifying them through **Enablement, Data Strategy and Storytelling.***

Winner of the 'Best Alignment of Sales and Marketing' Oracle/Eloqua Markie award and the Forrester/SiriusDecisions 'Return on Integration (ROI)' award.

PROFICIENCIES

Storytelling Skills Enablement Innovative

SalesForce Tableau Adobe Analytics Helpful

Influential Marketo Eloqua DemandBase

Cross-Functional Leadership Communication Fun

WORK EXPERIENCE

Marketing Operations Lead 11/2020 – Present
Strategic Planning & Operations, Workplace Facebook – Remote, UK

Sr. Strategist – Mktg. Operations 07/2010 – 11/2020
Analytics & Insights
SAP Concur – London, UK

- **The Sr. MarkOps Strategist's Reason for Existence:** to be Marketing's right-hand – establishing meaningful KPIs and providing in-depth insights through the use of a progressive marketing stack – helping drive SAP Concur's results-based marketing strategy.

e-Marketing Associate 09/2007 – 06/2010
Pyramid Research – Boston, MA, USA

- **Database Administrator** – In charge of database (SalesForce CRM) and all Lead Generation Systems created through merging various local databases into one centralised CRM.

VOLUNTEERING

Wave Project 08/2020 – present
Newquay – Cornwall, UK

HOBBIES

Photography Surfing Film & Cinema

Travelling Astronomy Music Pizza

CAREER FOCUS



ACHIEVEMENTS

- **Winner** – Best Alignment of Sales and Marketing in Europe Oracle/Eloqua Markie Award.
- **Winner** – Forrester/SiriusDecisions Return on Integration (ROI) Award.
- **Finalist** – Best European Lead Scoring Program Oracle/Eloqua Markie Award.
- **Lead Presenter HoM** – Monthly Health of Marketing (HoM) KPI & Insights Review EMEA.
- **Chief Architect** – Global Demand Funnel 2.0 Project.
- **Magna Cum Laude / Dean's List / Derek Coward Book Award** – Suffolk University, Boston, MA.

EDUCATION

B.S.B.A. Marketing 01/2002 – 06/2004
Suffolk University – Boston, MA, USA

- **Magna Cum Laude B.S.B.A . Marketing**
- Dean's List throughout Univeristy

Platform Strategy: Building and Thriving in a Vibrant Ecosystem 03/2021

MIT – Sloan Executive Education: Strategy & Innovation

PERSONAL SKILLS

Teamwork
Resourcefulness
Innovation
Passion



LANGUAGES

English
Spanish
Italian

Native
Native
Intermediate

SOCIAL MEDIA

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