

# Thea Copeland

Sales and Marketing Strategist

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## Skills Summary

### Marketing Strategy

- Developed 20+ strategic sales and marketing plans for industrial markets resulting in an increased market share of up to 30% for target customers and product lines.
- Performed market research via online surveys, customer round tables, and customer interviews to determine customer needs and market opportunities.
- Presented marketing strategy consisting of research, analysis, positioning, competitive analysis, customer segmentation, messaging, budgeting, and performance metrics to executive management.

### Data Management and Analytics

- Led a cross-functional team to evaluate and launch cloud-based data analytics software to facilitate access to crucial business intelligence for all functional managers.
- Analyzed sales history and customer profile data to create sales execution plans resulting in revenue growth twice the market average for target customers and product lines.
- Implemented sales, marketing, and ERP system integrations that required in-depth understanding of relational databases and resulted in 100% increase in sales and marketing operational efficiency.
- Developed data governance process for ERP databases improving data accuracy by 15%.
- Leveraged data analytics skills in MS Excel, MS Access, R, for customer profitability optimization.

### Digital Marketing

- Optimized website for local SEO content, increasing local web traffic by 200%.
- Implemented A/B testing for direct email, achieving a 15% open rate and 10% click-through rate.
- Developed content strategy to increase website conversion rate from 0.5% to 1.5%.
- Integrated sales and marketing platforms such as Marketo, CRM, Zift, WordPress, Google Analytics, eCommerce, product information management, and punchout to optimize customer experience.

## Experience

2022 to Present

### Vice President of Strategy

**OneSource Distributors** San Diego, CA

- Develop corporate strategy to increase market share through new product and service introductions into new and existing markets
- Lead marketing, digital business, vendor relations, and customer experience teams

2022 to Present

### Adjunct Professor

**Point Loma Nazarene University** Point Loma, CA

- Teach undergraduate courses in marketing and data analysis

- 2019 to 2021      **Vice President of Marketing**  
**Buckles-Smith Electric** Santa Clara, CA
- Created and implemented corporate strategy founded on go to market, digitization, and services
  - Evaluated and implemented platforms supporting organization's digital transformation
  - Hired, coached, and retained diverse marketing team of up to ten employees for creative, operations, and analytics job functions
- 2017 to 2019      **Director of Marketing**  
**Buckles-Smith Electric** Santa Clara, CA
- Developed and executed sales and marketing plans for the industrial markets, including semiconductor, utilities, food processing, oil and gas, and life sciences
  - Managed manufacturer relationships and held suppliers accountable to ISO 9001:2015 scorecards
  - Led data integration team throughout acquisitions for accounts receivables, pricing, and product databases
- 2012 to 2016      **Marketing Manager**  
**Buckles-Smith Electric** Santa Clara, CA
- Increased the website conversion rate from 0.5% to 1.5% through content creation, promotion, and SEO optimization
  - Received TED Magazine's Best of the Best Award for website redesign
- 2010 to 2012      **Marketing Specialist**  
**Buckles-Smith Electric** Santa Clara, CA
- Collaborated with sales team to increase CRM data completion from 30% to 90%
  - Project managed customer events achieving 160% above plan for event attendance and 240% above plan for sales lead generation
- 2007 to 2009      **Sales Engineer**  
**Siemens Industry** Hayward, CA
- Created demand within new accounts by booking \$500k in new business and building sales opportunities to \$5M.
- 2005 to 2007      **Sales Development Management Program**  
**Siemens Industry** Atlanta, GA
- Received 24 months of on-the-job training in job functions such as sales, project management, quotations, and product marketing for industrial automation, control, and power applications

## Education

### **Santa Clara University**

Master's in Business Administration, August 2014

### **California Polytechnic State University San Luis Obispo**

Bachelor of Science in Mechanical Engineering, June 2005

### **Universidad Complutense de Madrid**

Minor Spanish, June 2002