

Stephanie DeLong

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Marketing & Product Leader | \$33M+ Revenue Impact

Team Builder & Growth Strategist with Demand Gen, Brand, and Sales Enablement Expertise

Drive digital transformation and revenue growth across healthcare, insurance, and technology through strategic marketing, product development, and cross-functional leadership. Proven expertise in demand generation, sales enablement, CRM strategy, and digital adoption programs. Build high-performing teams, architect full-funnel campaigns, and deliver measurable business outcomes in regulated industries. Agile, data-driven, and customer-centered approach supported by Salesforce Marketing Cloud, HubSpot strategy, and SAFe delivery practices.

REVENUE & BUSINESS IMPACT

\$20.9M annual pharmacy enrollment revenue — 140,000+ leads via IVR demand generation campaign (\$149/activation)

\$12.2M incremental enterprise value — Marketing harmonization across 28 business units aligned with enterprise growth strategies

4x sales effectiveness improvement — Agent rewards program supporting 60,000+ sales agents

\$1.6M Q4 cost savings — Operational efficiency through strategic resource alignment

6x digital engagement increase — Site visits vs. control population; 4% YoY registration improvement; 15% CSAT lift (Q4 2025)

CORE COMPETENCIES

Marketing Leadership: Demand Generation | Brand Positioning | Sales Enablement | Event Marketing | Digital Adoption | Go-to-Market Strategy | CRM Strategy | Marketing Automation

Product & Delivery: Product Ownership | Product Development | Customer Discovery | Roadmap Development | Agile and SAFe Delivery | Cross-Functional Leadership

Technical Proficiency: Salesforce Marketing Cloud | HubSpot Strategy (mentored by Kristen Ford, HubSpot) | CRM Analytics | A/B Testing | Jira | Confluence | Azure DevOps | Miro | Lucid

PROFESSIONAL EXPERIENCE

HUMANA, INC., Remote, Louisville, KY

Lead Marketing Product Manager | 2022 to 2025

Led strategic marketing harmonization and demand generation efforts aligned with enterprise growth strategies, managed a cross-functional team of 11, and delivered measurable revenue impact across digital, sales enablement, and customer acquisition programs.

- Achieved **\$12.2M in incremental business value** and **\$1.6M in Q4 cost savings** by harmonizing marketing initiatives and strengthening enterprise-wide execution across 28 business units
- Generated **\$20.9M annual pharmacy enrollment revenue** potential through IVR demand generation campaign producing 140,000+ leads at \$149 per activation.
- Increased **digital adoption by 4+ basis points per iteration** through data-driven onboarding strategies, reducing creative and development cycle times by 20% and accelerating enterprise-wide launch readiness.

- Drove **6x increase in site visits** vs. control population, **4% YoY registration improvement**, and **15% CSAT lift** (Q4 2025) through digital adoption campaigns valued at \$8 per activation and \$17 per returning visitor.
- Coordinated with Marketbridge to design and launch an **agent rewards program supporting 60,000+ sales agents**, improving sales effectiveness **4x compared to non-enrolled agents**.
- Developed organization's first enterprise-level AI onboarding agent using Strider, training it on 3 years of campaign strategy, performance data, segmentation, and tooling documentation, accelerating new-hire ramp-up from 1.5-year average to weeks.
- Launched marketing campaigns using Salesforce Marketing Cloud since 2022, leveraging email automation, segmentation, and analytics to drive pipeline and customer engagement.
- Led cross-functional team of 11 across marketing, product, data, and technology to deliver on revenue and customer experience objectives.

ATOTTEMO, LLC, Remote, Sheridan, WY
Vice President of Growth | 2023 to 2024

Directed growth strategy for global cyber-intelligence startup, overseeing market expansion, revenue acceleration, and investor alignment initiatives.

- Managed international cross-functional teams across product, marketing, finance, and technology.
- Raised **\$500K in seed capital** through comprehensive fundraising strategy, positioning investors for long-term partnership and unlocking resources for high-priority growth programs.
- United product, marketing, finance, and technology teams while achieving market readiness and driving early client traction.
- Developed CRM infrastructure, go-to-market strategies, and product-market-fit programs, positioning organization for evolving cyber-intelligence market demand.

HUMANA, INC., Louisville, KY
Senior Marketing Professional | 2019 to 2022

Directed sales enablement platform strategy and guided end-to-end delivery of 31 product-driven campaigns aligned with defined user and business outcomes. Represented agent marketing at Humana's flagship Digital Agent Summit.

- Managed **\$3M Request for Proposal (RFP) process**, driving significant cost savings and operational efficiency.
- **Mentored 5-person marketing team**, elevating capabilities, morale, and campaign quality through stronger marketing-sales collaboration.
- **Served as marketing lead for Humana's Digital Agent Summit (2019–2022)**, representing agent marketing strategy and tying event content to sales enablement programs and pipeline goals.
- Created AI-driven onboarding assistant by centralizing 3 years of campaign strategy, segmentation insights, and performance documentation, strengthening knowledge continuity and accelerating team readiness during leadership transition.
- Built utilization-based prioritization model, enabling on-schedule market release of sales content for the first time since platform launch; batch process remained in use through departure, improving delivery reliability across campaign cycles.

SQUADGO, LLC, Remote, Louisville, KY
CEO, Co-Founder | 2019 to 2023

Secured \$150K in early-stage funding, established product vision, guided development activities, and supported implementation of B2B2C strategic objectives for group travel planning platform.

- Increased **social engagement 5x across 3 platforms** and developed Minimum Viable Product (MVP) mobile and web solutions addressing group travel planning needs.
- **Organized and executed on-campus marketing events** to drive awareness and conduct qualitative eld research, generating customer insights that shaped MVP roadmap and positioning.
- Established foundational platform requirements and architecture, supporting scalable B2B2C growth and future feature expansion.
- Translated customer insights into actionable feature requirements, shaping MVP experience for group travel planning.

EDUCATION

Bachelor of Arts (BA), Anthropology | University of Illinois, Urbana-Champaign, IL

PROFESSIONAL DEVELOPMENT

- **MIT Sloan: Artificial Intelligence (AI) for Business Strategy, 2025**
- **SAFe, Scaled Agile Framework, Inc.: Product Owner and Product Manager Training, 2025**
- **PowHER: Executive Coaching, 2025**
- **Salesforce: Marketing Cloud Email Specialist Training, 2023**
- **SAFe: Product Owner Training, 2022**

STRATEGIC MENTORSHIP

- **Executive Leadership:** Mentored by Jennifer Bazante (Humana)
— Executive presence, marketing leadership and brand strategy development
- **HubSpot Strategy:** Mentored by Kristen Ford (HubSpot)
— Demand generation automation and full-funnel marketing
- **Brand Positioning:** Mentored by Mark Wills (Apple, JP Morgan, IHG)
— Global brand strategy and enterprise positioning

PATENT

US Serial: 62/247,388 Number: 32060/49916P · Filed Oct 28, 2015