

**ANDREA  
SCULLIN.**



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## EDUCATION

**University of Florida**  
B.S. Business Administration,  
Marketing | May 2023

## WORK EXPERIENCE

### **HashiCorp, and IBM Company** | Corporate Program Manager

July 2023 - Present

- **Promoted in February 2025**
- Initiating and building corporate events strategy post-acquisition; planned and executed 6 on-site events to engage senior technical decision-makers and drive early increases in lead-to-opportunity conversions.
- Leveraging \$84K budget across 23 strategic events (virtual workshops, third-party events, content syndication) while aligning marketing operations and integrations amid ongoing acquisition activities.
- Drove the design and execution of 230+ global webinars across six marketing teams, generating a 638% increase in new lead volume, and driving a 140% year-over-year increase in name-to-MQL conversion rates.
- Accelerated customer acquisition through data-driven, omni-channel strategies significantly optimized lead progression and pipeline velocity.
- Established a Center of Excellence for webinar operations, cutting production turnaround time by 66%, and scaling webinar volume 4x per quarter to support integrated campaigns across digital, experiential, and content-driven channels.

### **HashiCorp** | Marketing Demand Generation Intern

June 2022 - Dec 2022

- Spearheaded high-impact ABM initiatives by launching global email nurtures, activating digital media strategies for cold accounts, and executing high-converting outreach sequences to accelerate pipeline.

### **Mercon Coffee** | Marketing Associate Intern

June 2021 - August 2021

- Produced branded creative for an international campaign in Colombia, enhancing social engagement through custom-designed assets in Photoshop.

## CERTIFICATIONS & COURSEWORK

### **The Event-Led Growth Masterclass & Certification**

March 2025

## SKILLS

### Tools

SEO  
Salesforce  
CRM  
Marketo  
Asana  
Figma  
Illustrator  
Photoshop

### Methods

Integrated Campaigns  
Project Management  
Content Strategy  
Events Planning  
Marketing Automation  
Operations  
Market Research  
Branding  
Visual Design  
Data Analysis  
Stakeholder Alignment  
Strategic Storytelling

### Languages

Fluent French  
Fluent Spanish  
Native English

### Personal Interests

Oil painting  
Graphic Design

