

# GINA MILLER

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## **CUSTOMER MARKETING AND CUSTOMER ADVOCACY LEADER BUILDING AND SCALING CUSTOMER ADVOCACY PROGRAMS THAT ELEVATE CUSTOMER VOICE AND CREATE CREDIBLE PROOF FOR SALES, RETENTION, AND GROWTH 2025 TOP 100 CUSTOMER MARKETING AND ADVOCACY STRATEGIST AND INFLUENCER**

Strategic, results-oriented leader with extensive experience in developing and scaling customer advocacy programs. Proven success in amplifying customers' voices, enhancing engagement, and driving loyalty across multiple channels. Adept at building strong cross-functional partnerships with Marketing, Sales, Product, and Customer Success teams to align advocacy efforts with business goals. Expertise in leveraging data-driven insights, automation, and innovative solutions to drive operational improvements and customer retention. Known for crafting compelling customer stories that fuel brand visibility, cross-sell/upsell, and pipeline growth. Strong background in leading high-performing global teams, cultivating customer relationships, and delivering impactful narratives that drive measurable business outcomes.

### **CORE COMPETENCIES**

**Customer Advocacy | Customer References | Customer Marketing | Content Creation | Program Management  
Review Campaigns | Sales Enablement | Event Management | Digital Marketing | Partner Marketing  
Communications | Graphic and Web Design | Account-Based Marketing | Data Analysis**

### **EXPERIENCE**

**PICUS SECURITY**, Remote (*Contract position*)

**April 2025 — Present**

#### **Senior Manager, Customer Marketing and Advocacy**

- Drive global customer marketing and advocacy efforts spanning customer references, advisory initiatives, and peer advocacy, amplifying authentic customer voice and strengthening brand credibility across priority markets.
- Partner closely with Sales, Product, and Marketing to activate customer success stories across case studies, videos, events, and digital channels, influencing pipeline, retention, and expansion.
- Lead a customer advisory board that fosters ongoing dialogue and community, integrating customer insights into go-to-market strategies that shape product priorities and strengthen customer engagement.
- Develop end-to-end customer storytelling assets that support demand generation, sales enablement, and thought leadership, aligning proof points to key segments and buyer needs.
- Lead customer webinars and execute integrated lifecycle marketing campaigns that drive adoption, engagement, and sustained advocacy across the customer journey.
- Oversee G2 and Gartner Peer Insights, elevating company visibility and achieving leadership positions within three months.
- Define and track KPIs and success metrics and deliver clear, executive-ready reporting on advocacy impact.
- Own the monthly customer newsletter, delivering consistent, high-value communications that reinforce product value, customer success, and advocacy opportunities.

**LOGICMONITOR**, Remote

**August 2022 — April 2025**

#### **Senior Manager, Customer Marketing and Advocacy**

- Led a global customer advocacy team and optimized operations, tools, and processes to improve efficiency and deliver seamless, personalized experiences.
- Transformed customer advocacy into a proactive, strategic program, growing advocacy pool by 352% and increasing engagement across customer lifecycle.
- Developed and executed multi-channel customer campaigns, driving adoption, retention, and expansion.
- Led customer advisory board and integrated insights into go-to-market strategies to inform product direction, lead conversion, and retention.
- Drove customer review and reference strategy, leveraging customer proof for sales, marketing, analyst, and investor use.
- Developed and delivered customer storytelling initiatives across case studies, speaking engagements, and media, positioning customers as industry leaders.
- Enabled sales and go-to-market teams through advocacy playbooks, training, and cross-functional enablement sessions.
- Managed customer participation in analyst and investor relations, including Gartner and Forrester engagements.
- Built dashboards to track engagement, reference utilization, and ROI, using data to guide program optimization.

- Partnered closely with Sales to integrate customer references into pitches, proposals, and calls, driving conversions and pipeline growth.
- Drove collaboration between Sales and Marketing teams to refine lead follow-up strategies, enhancing efficiency of account-based marketing campaigns and ensuring alignment with business goals.

**SAILPOINT**, Remote (*Resigned due to cancer treatment; now fully resolved*)

**October 2020 — November 2021**

**Customer Advocacy Program Manager**

- Built and scaled advocacy program from ground up, aligning with Sales, Customer Success, and Marketing to engage referenceable customers across regions and fuel sales pipeline growth.
- Activated customer relationships to support Sales and Marketing, ensuring mutual benefit without being intrusive.
- Aligned program to company growth plans, identifying opportunities to support sales and product development.
- Established and nurtured strong reference pipeline and customer success stories.
- Implemented comprehensive customer advocacy system (ReferenceEdge) to streamline recruiting, data maintenance, requests, customer rewards, goals, and reporting.
- Launched global customer rewards program to boost engagement and foster long-term advocacy.
- Managed online customer community to maximize impact while respecting customers' time and contributions.
- Defined KPIs and tracked program success with data-driven approach, ensuring alignment with business goals.
- Developed sales enablement materials and communications to drive internal and partner advocacy.

**DELTEK**, Remote

**March 2019 — October 2020**

**Senior Marketing Director, Customer Reference Program**

- Led end-to-end customer reference program, driving engagement across departments and partners to generate high-impact content and support sales initiatives.
- Crafted customer stories that aligned with business goals, inspired action, and supported product launches and sales.
- Coordinated events, media activities, and sales enablement efforts to drive visibility and pipeline growth.
- Managed integration of reference platform with Salesforce, providing performance insights to optimize program outcomes.
- Acted as trusted advisor to Sales and Marketing teams, providing strategic guidance on leveraging customer content to accelerate lead generation and drive revenue.

**RIITHINK DIGITAL MARKETING**, Remote (*Contract position*)

**February 2018 — March 2019**

**Director of Marketing**

- Managed marquee accounts by developing marketing strategy and executing online and offline marketing initiatives, integrating online media, email, print, direct mail, social media, company website, SEM / SEO, brand awareness, drip marketing initiatives, and events.
- Created and promoted valuable, relevant content to attract, nurture, and convert prospects.
- Provided salespeople with what they needed to successfully engage buyers throughout buying process.
- Specialized in branding and messaging and served as lead copywriter, developing sales and marketing collateral, email campaigns, website copy, blogs, social media posts, articles, press releases, presentations, and RFP responses.
- Drove leads, client acquisition, and revenue through timely development, execution, and integration of targeted campaigns.
- Improved customer response rates and conversions by analyzing digital marketing data.

**PITNEY BOWES**, Remote

**March 2016 — January 2018**

**Senior Manager, Customer References and Content Marketing**

- Led content and campaign creation, achieving 160% of case study goal and 267% of customer video goal, driving \$400K in cost savings by streamlining processes and crafting compelling customer stories.
- Enhanced sales and marketing efficiency by developing comprehensive global customer reference program, providing accessible resources through Salesforce and Seismic.
- Boosted sales productivity by building and scaling advocacy program across 12 regions, equipping teams with tools and protocols for customer engagement and education.
- Identified and activated 297 new advocates, amplifying customer success stories and showcasing thought leadership through cross-functional collaboration.
- Leveraged sales enablement expertise to create training materials, equipping teams to effectively utilize references.

**IBM WATSON GROUP**, New York, NY

September 2014 — March 2016

**Partner Marketing and Enablement Lead**

- Led marketing strategy to drive partner engagement and amplify ecosystem partnerships, resulting in 175 signed partners commercializing "powered by Watson" applications.
- Developed Watson ecosystem platform, defining branding, narrative, and targeted assets based on audience research and journey maps to increase partner adoption.
- Executed integrated marketing campaigns, collaborating with startups, growth companies, and systems integrators to expand partner network.
- Partnered with Sales and Customer Advocacy teams to create content that supported partner engagement throughout customer lifecycle (discovery to purchase).
- Developed enablement training and resources, enhancing partner self-service and accelerating go-to-market execution.

**IBM ECOSYSTEM DEVELOPMENT**, Remote

August 2012 — September 2014

**Sales Enablement Manager**

- Drove \$200M–\$400M in projected IBM revenue by developing partner-focused business development framework and award-winning "BDReadiness Education Series," incorporating webinars, workshops, gamification, and collaboration tools, resulting in 140 sales plans to accelerate growth.
- Led internal skill assessments and created targeted education roadmap and online community to foster collaboration and knowledge sharing.
- Increased ecosystem awareness by working with enablement teams and embedding content into educational platforms.
- Managed high-impact events, including five-day "Entrepreneur Week," facilitating networking and learning opportunities for entrepreneurs, VCs, and key industry leaders.

**IBM C-SUITE PROGRAM**, Remote

November 2007 — August 2012

**Sales Enablement Manager**

- Collaborated closely with Sales to develop regional plans, customizing strategies and tactics for each market to jointly drive new leads and accelerate pipeline growth.
- Directed sales enablement strategy, driving C-suite transformation from transactional to consultative selling.
- Grew and engaged 12K-member C-suite community, empowering sellers to produce content and share insights.
- Executed impactful campaigns (webinars, roundtables, and communications) to nurture and educate sellers.
- Partnered with subject matter experts to develop targeted sales tools and content that drove pipeline growth.
- Identified and activated key influencers, leveraging tribal knowledge to fuel sales success.
- Curated and optimized content to guide clients through marketing funnel, leveraging analytics to ensure relevance.
- Led cross-functional execution of global campaigns and translated assets into 11 languages for widespread market impact.

**IBM E-BUSINESS HOSTING**, Remote

September 2002 — November 2007

**Customer Reference Manager**

- Spearheaded company-wide task force to streamline customer reference collection and promotion across IBM.
- Established templates and legal protocols for capturing and sharing customer reference information.
- Launched customer reference hotline to handle requests and provide educational support.
- Produced weekly newsletter to promote new references and drive program engagement.
- Developed 212 customer references highlighting measurable business outcomes, creating content for media relations, events, digital marketing, and RFPs.

**EDUCATION****Bachelor of Arts (BA), Economics, University of Pennsylvania**, Philadelphia, PA**Honors study, Mathematics Department, Dartmouth College**, Hanover, NH**Digital Media Certification, School of Communication Arts**, Raleigh, NC**Digital Marketing Certification, Google Digital Garage****Digital Marketing Certification, Boot Camp Digital****Customer Marketing Certification, Customer Marketing Association**