



ELLEN MADONIA

Strategic Marketing Consulting

RECENT WORK

I help small and mid-sized technology organizations fill strategic and operational gaps by delivering high-impact work that fills the pipeline, increases revenue, and improves customer retention.

With significant executive marketing experience, I deliver through a proven approach, leveraging best practices and playbooks that save time and optimize resources. I support my client's unique needs with the flexibility and agility required to compete in rapidly changing markets.

SALES & MARKETING PIPELINE

Working with the leadership teams in several technology companies, developed marketing and sales funnel KPIs aligned with revenue goals, leveraging experiential benchmarks.

We created quarterly and annual marketing/sales KPIs, providing more visibility and accountability in both functions and helping to determine points in the process that needed enhancement.

RESULTS: 3-5% improved conversion rates at critical points in the sales process.



CUSTOMER RETENTION & ADVOCACY

Optimized relationships with customer advocates to improve product strategy and enhance sales and marketing initiatives.



Created strategic case studies and sales tools with fresh content from innovative customers. Conducted structured interviews to gain feedback on product roadmap direction.

RESULTS: Accelerated delivery of customer content to support the sales process, reducing reference requests by 20%. Enabled leadership to make informed roadmap decisions.

DIGITAL CUSTOMER JOURNEY

Helped clients gain a strong understanding of the buyer's journey to pinpoint areas of opportunity including digital marketing, review site participation, content development, campaigns, sequences, SDR tools, and lead management.

Refined demand generation strategies at several technology organizations to improve response and meet pipeline goals.

RESULTS: Generated an average of 20% more quality responses at the top of the funnel through improved media strategy, content, offers, and messaging. Improved demo requests in target ICP by 5-10%.



MARKET RESEARCH

Provided flexible market research offerings based on clients' needs, covering all aspects of the customer and/or investment lifecycle.

Examples include:

Due diligence research to assess and validate market presence, capabilities, and potential

Market pulse surveys to test messaging and receptivity to product offering

Ideal client profile/intent data analysis to identify surging segments



INNOVATION. EXECUTION. RESULTS.

