



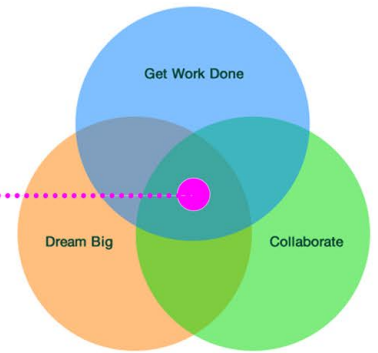
Monica Bower

Senior Product Marketing Professional

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Results-driven marketing leader with 15+ years of PMM and content experience, blending a relentless drive for innovation with a meticulous eye for detail. Demonstrated expertise in applying creative problem-solving and analytical acumen to uncover transformative insights and strategies. Sees the revenue opportunity when others may see only the limitations.

Experience and Achievements



*3SG Plus: Columbus OH | Product Marketing Manager
July 2023 - January 2024*

- Developed marketing and product launch plan for Hyland OnBase Case Management ECM solution, securing business from the Ohio Department of Corrections and the Ohio Civil Rights Commission. Q4 programs Secured 40% of new logos in 2023.
- Relaunched a struggling B2B cybersecurity product targeted to reach \$400K in prelaunch bookings. Projected to surpass \$1.2M in sales in 2024.



*PaydayPERX: Columbus OH | VP Marketing & Technology
Jan 2015 - June 2023*

- Launched multiple marketing services products and digital payroll and tax products to drive 30%+ YoY growth each year. Opened new lines of business with national partners to capture significant portion of available market and appear on 30 million US tax forms.
- Implemented event management tool in Monday.com leading to flawless execution of events with \$0 in cost overages in 2022.
- Organized and led biweekly 1:1 with sales and product key contacts, weekly team meetings, and monthly customer connects to address bottlenecks and review analytics with full accountability.



*TERiX: Dublin, OH | Marketing Director
Feb 2010 - Dec 2014*

- Built the Marketing team at TERiX from a solo operation to a multi-faceted department over 5 years of success. Fostered a high-performance culture and guided entry-level employees to future manager and director positions.
- Grew digital pipeline from \$50K in 2010 to \$24M in 2013, & won sales contest that year despite not being in sales.



PMA Certified
cert_1rt16dw9



Marketing Leadership
FreshWorks



Cloud Essentials Day
Amazon Web Services



The Ohio State University
Bachelor of Arts | English



Columbus College of Art and Design
Professional Development
Marketing Design
Visual Design
Fonts

Key Skills:

- >> Content Strategy Expertise
- >> Leadership and Team Management
- >> Analytical and Organizational Skills
- >> Process Optimization & Automation
- >> Authentic Customer Interactions
- >> Cross-Functional Collaboration
- >> Generative, Reactive and Analytical AI
- >> Google Analytics (G4, Search Console)
- >> Web Platforms and Tech (Hubspot, Wordpress, Wix, PHP, CSS, etc)
- >> Event Management and Oversight
- >> Competitive Intelligence Research
- >> More: [linkedin.com/in/MonicaBower](https://www.linkedin.com/in/MonicaBower)

Customers and Coworkers Say:



Joel Nimar
President | Pyramid Services

Monica is a great listener able to convert strategy into a marketing plan and execute within a proscribed budget. She is easy to work with but not afraid to contribute great ideas to the team. I would highly recommend her work.



Joe Guenther
Director, Digital Marketing | CoverMyMeds

Monica was a great manager - she gave me the freedom to work on projects that impacted the business and were meaningful to me as a professional. She focused on progress and used her creative mind to innovate where possible. She was a great teacher and I'll continue to learn from her as I imagine we will collaborate in the future.



Sarah Nicely Bach
VP Business Development, BMI

Monica is an invaluable member of the PaydayPERX team. Her dedication to seeing the company succeed is what has helped drive PaydayPERX from a small, local business to a nationally recognized company almost overnight.