

Lillian Cotter

Contact

Cell: 612-308-7832

Email: cotter@lillianlink.com

Summary

Marketing professional with 10+ years of B2B experience across software, healthcare, manufacturing, and agency work. Expert in strategy, content, client success, and project management. Proven ability to scale campaigns, drive growth, and improve outcomes. Skilled team leader known for aligning marketing with business goals and building lasting client relationships and business growth.

Skills

Marketing Platforms

HubSpot, Sendible, Hootsuite, MailChimp, Pardot

CMS

WordPress, HubSpot, Squarespace, WIX, and Weebly

CRMs

HubSpot, Salesforce, Dynamics, and Zoho

Social Media Management

LinkedIn, Meta/Facebook & Instagram, TikTok, Twitter/X, Hootsuite, HubSpot, and Sprout Social

Design and Creative Tools

Adobe CC (Photoshop, Illustrator, InDesign, Premiere Pro), Canva

SEO Tools

SEM Rush, Moz SEO, Google Search Console, Google Analytics, Google Keyword Planner, Google Trends

Ad Platforms

Google Adwords, Meta, LinkedIn, YouTube

Reporting Tools

Google Analytics, Databox, HubSpot, GTMetrics, and Power BI

Project Management

Accelo, Workzone, Asana, Jira, Smartsheets, Excel/Google Sheets (Grantt Charts, etc.)

Business Suites

Microsoft Office Suite
Google Workspace

Work Experience

Square 2 Marketing (an SEG Company)

Client Success Strategist | Oct 2024 - Present

Client Success Manager | Jun 2023 - Oct 2024

- Drove success for B2B clients in healthcare, manufacturing, software, and other industries for mid-market companies (\$50M–\$500M in annual revenue).
- Partnered with B2B clients managing budgets ranging from \$5,000 to \$85,000/month, tailoring data-driven strategies to meet unique industry challenges and business goals.
- Delivered over \$5M of marketing-influenced revenue in one quarter for a key client who, one year prior, had no marketing function.
- Worked directly with clients' leadership teams, including owners and C-suite executives, to align marketing activity with larger business initiatives
- Oversaw full client lifecycle from onboarding to long-term growth
- Grew client accounts from initial \$150K engagement to over \$1M+ through strategic consultative relationship management.
- Led cross-functional collaboration with internal teams (creative, demand generation, RevOps, and development) to deliver tailored marketing programs that supported complex buying cycles and long-term growth.
- Strengthened client relationships by proactively identifying expansion opportunities, optimizing service delivery, and ensuring satisfaction.

Lillian Link

Marketing Consultant & Owner | Feb 2021 - June 2023

- Provided LinkedIn strategy consulting for professionals and small businesses, specializing in profile optimization, content planning, and social selling.
- Managed LinkedIn presence for high level executives, primarily C-Suite, to support business growth and/or transition positions
- Coached clients 1:1 to enhance their personal brands, increase visibility, and attract qualified leads through LinkedIn.
- Delivered trainings on LinkedIn best practices and digital presence.
- Created resources to help clients strengthen their visibility and confidence on the platform.

Cadalys

Marketing Operations, Fractional | May 2021 - Dec 2021

- Created foundational marketing documentation and strategy, including ICP, buyer persona, key message strategy, and marketing campaigns
- Manage event logistics, social media, and email communications

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Certificates:

Platform Consulting

Issued Apr 2025

HubSpot Sales Hub Software

Issued Mar 2025

Sales Enablement, HubSpot

Issued 2021

SEO Foundations

NASBA, Issued Mar 2021

References

"Lillian is a talented, creative strategist with a keen ability to translate big-picture vision into tactical, impactful execution."

- **Kimya Singleton, Sr. Director at Cadaly**

"Lillian was a key thought leader for the Elite marketing team; she helped to develop transformative marketing programs and initiatives."

- **Ed Smelser, Manager at Elite Hearing Network**

"I would highly recommend Lillian to anyone who needs technical, measurable assistance for their content creation, marketing, and more."

- **Dayna De Val, CEO at the Arts Partnership, Founder of Daily Dose and Personal System Disruption (Lillian Link Client)**

Visit bit.ly/LCReference for additional references

Contact information available upon request

Work Experience

Key Surgical

Marketing | Jun 2019 - Jan 2021

- Led and optimized digital marketing initiatives across social media, website content, and email campaigns to drive brand awareness and customer engagement.
- Strategically planned and executed integrated marketing campaigns, including print advertising, sales collateral, and event marketing.
- Spearheaded the implementation of HubSpot for marketing automation and sales communication, onboarding 20+ sales reps, streamlining lead management, and improving campaign efficiency.
- Partnered closely with the sales team to align marketing efforts with revenue goals and support lead conversion.

Amplifon (Elite Hearing Network)

Senior Marketing Specialist | Nov 2018 - Jun 2019

Marketing Specialist | Jan 2018 - Nov 2018

- Developed cross-channel content strategic plan for B2B & B2C campaigns
- Managed events, publications, member, and acquisition communications
- Led marketing budget planning, including developing a 3-year plan

Memphis Wood Fire Grills

Marketing Specialist | Jan 2017 - Jan 2018

- Managed social media, website content, collateral, and trade shows
- Supported both B2B marketing and B2B2C support for dealers
- Increased organic social media impressions by over 100%

Verisae

Product Content Administrator | May 2016 - Dec 2016

- Created and structured technical content for software products
- Ensured accuracy and consistency across all technical documentation

Additional Experience

Takoda Institute | Social Media Instructor | Oct 2019 - Mar 2020

Immigrant Dev Center (ICD) | Marketing Intern | Jan 2016 - May 2016

The Brew Cafe | General Manager | Aug 2014 - Jan 2016

Small Business Dev Center (SBDC) | Intern | Jun 2015- Sept 2015

Education

Bachelors of Arts

Concordia College | May 2016

Major: Global Studies, **Minor:** Business

Volunteer Experience

Corner Houses | YP Board Member | 2023

Takoda Institute | Program Advisory Committee Member | 2018-2020

Big Brothers, Big Sisters | Mentor | Jun 2017 - Jun 2021

Scoil Bhride | NUGI Volunteer Teacher | Jan - Apr 2013