

WORK EXPERIENCE



Director of Marketing, Acoem USA

APR 2022 - PRESENT

- Lead U.S. marketing strategy for global reliability technology manufacturer (900+ employees worldwide), managing a 5-person team and \$330K budget to drive revenue growth, brand expansion, and industrial demand generation.
- Drive 45% revenue growth since 2022 (\$11M → \$16M) by building integrated demand generation programs that tripled average monthly inbound leads and nearly doubled direct website traffic.
- Lead global launch execution and messaging for key maintenance technologies, translating executive product strategy into cohesive positioning, sales enablement assets, and multi-channel campaigns.
- Spearhead enterprise-wide brand modernization initiative, developing global brand guidelines and expanding visual identity to unify subsidiaries and elevate market positioning.
- Direct national trade show strategy across ~10 major industry events annually (plus regional events), increasing qualified lead acquisition while strengthening brand recognition and customer engagement.
- Serve as global digital and content lead for the Reliability division website, overseeing redesign, structural optimization, and HubSpot integration aligned with Salesforce and revenue operations.
- **Notable Recognition:** AT-400 named Plant Engineering 2023 Product of the Year; launch campaigns for Advisor and Wireless Balancer earned two Telly Awards.

Media & Marketing Strategist, ColonialWebb

FEB 2021 - MAR 2022

- Partnered with the Director of Marketing to shape annual strategy, campaign prioritization, and departmental focus initiatives aligned with revenue and brand objectives.
- Developed and implemented a structured content marketing and SEO strategy, establishing a scalable framework for organic visibility and inbound lead generation.
- Led the strategic redesign and launch of the corporate website, strengthening brand positioning, improving user experience, and clarifying service messaging.
- Directed the creation of integrated multimedia campaigns, including video, thought-leadership content, webinars, and digital assets, to support sales enablement, trade initiatives, and company wide-marketing efforts.

Creative Manager, Marketing, Acoem USA

NOV 2018 - FEB 2021

- Directed creative strategy and execution for B2B marketing campaigns, aligning brand messaging with product positioning and sales objectives.
- Led cross-functional collaboration between marketing, R&D, and sales teams to translate complex technical solutions into compelling, customer-focused content.
- Managed multimedia production and campaign deployment across digital and print channels to strengthen brand visibility and market presence.

Videographer & Video Editor, Acoem USA

JUL 2014 - NOV 2018

- Wrote, directed, and produced commercial, product, and educational video content supporting marketing sales, and customer training initiatives.
- Partnered with designers and technical teams to transform complex engineering concepts into visually engaging and accessible content.
- Directed live webinars and managed digital video platforms to expand audience engagement and support product adoption.

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SKILLS



- Brand Strategy & Positioning
- Budget Ownership & Forecasting
- Content Strategy
- Creative Direction
- Cross-Functional Leadership
- Demand Generation
- Digital Experience:
 - Web, Video, Design
- Executive Communication
- Go-to-Market Strategy
- Marketing Automation & CRM Strategy
- Performance Analytics & Attribution
- Pipeline Development
- Product Marketing
- Sales & Marketing Alignment
- Trade Show & Field Marketing Strategy

TOOLS



- Adobe Creative Suite
- Google Analytics
- Hubspot
- Salesforce
- SEO/SEM
- Wordpress

EDUCATION



BFA, Filmmaking
Virginia Commonwealth University
School of the Arts
2010 - 2014