

CONTACT

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- [Introduction video](#)

EDUCATION

- DePaul University**
Chicago, IL
- Bachelor of Liberal Arts & Social Sciences – English
 - Double minor in Professional Writing & Industrial-Organizational Psychology
 - Graduated Magna Cum Laude

MARTECH STACK

- Microsoft Office Suite | Azure
- Google Workspace | GA4
- Marketo, Pardot, HubSpot, Sendoso, Mailchimp
- Salesforce, NetSuite
- Claude, Demandbase, 6sense, Perplexity, Glean
- Propensity, ZoomInfo, StackAdapt, CaliberMind
- JIRA, Slack, Basecamp, Wrike, Asana, Smartsheet, Airtable, Notion, Trello
- Canva, CapCut, InShot
- Hootsuite, Buffer, Sprout Social
- WordPress, Wix, Webflow, Figma
- Basic HTML coding on Mac & PC applications

LANGUAGES

- Polish:** fluent
- Spanish:** conversational

INTERESTS

- Innovative functional & aesthetic design
- Animal welfare & environmental sustainability
- Travel photography
- Action sports
- Automotive modification

DOMINIKA DURST

Hands-on marketing leader and proven business strategist with 15+ years’ tenure in SaaS, B2B/B2C, and agency environments, and 10+ years’ experience inspiring and managing high-performing global teams. Versatile and passionate about product development, analytics-based optimization, brand equity, and creative partnerships to drive top-line revenue and customer loyalty.

EXPERIENCE

- Fictiv**
Head of Account-Based Marketing & Demand Generation

02.2025 – present

 - As Fictiv’s first ABM hire, foundationalized and scaled organization’s end-to-end ABM strategy, process, and real-time reporting across MOPs, RevOps, Product, Field, Content, and Sales workflows, influencing \$115M in value pipeline
 - Defined account segmentation, ICPs, intent signals, and tiering frameworks across 1:1, 1:few, 1:many commercial and enterprise targets to design and orchestrate multi-touch campaigns throughout manufacturing and supply chain funnel stages in key industries like MedTech, Clean Energy, Robotics, Auto/EV, and Consumer
- GKN Additive Manufacturing**
Global Director of Solutions Marketing & Demand Generation

01.2023 – 02.2025

 - Pioneered integrated ABM strategy, campaigns, and multichannel roadmap for GKN Europe while unifying global teams to drive demand generation and business development across manufacturing market throughout USA, Germany, and Italy
 - Director of Product Marketing & Demand Generation*
04.2021 – 12.2022
 - Established US marketing team and implemented GTM strategy, interdepartmental workflows, data analysis procedures, and funnel management focused on lead generation and nurturing to decrease customer attrition, surpassing \$26M annual revenue goal by 10% YoY
 - Pitched and executed global rebrand under GKN Powder Metallurgy’s (>\$1B company) acquisition of Forecast 3D to align metal and polymer divisions across NAMER & EUR
 - Managed \$2.5M annual department budget, consolidating agency and vendor relationships to streamline workflows, generating \$260K in annual savings
- National Veterinary Associates**
Sr. Growth Marketing Manager, Business Development

10.2019 – 05.2021

 - Built and analyzed tactical marketing initiatives, sales enablement tools, and business development campaigns across five verticals, catering to 1.4K+ veterinary sites throughout NAMER
 - Oversaw internal, vendor, agency, and freelance teams in the cohesive execution of all growth marketing operations for USA & CAN
- Datera**
Sr. Global Product Marketing Manager

02.2019 – 03.2020

 - Drove project teams in the creative ideation and rollout of demand gen marketing efforts across paid and organic digital, traditional, and social initiatives
 - Owned all external marketplace messaging for partner and client collateral, advancing consumer activation throughout product lifecycle
 - Global Product Marketing Manager*
02.2018 – 02.2019
 - Equipped ELT and Sales to drive GTM success by identifying strategic pivots in product-market fit, solution launch, adoption, and sales acceleration for enterprise cloud business
 - Created and administered email segmentation, automation, and content campaigns for nurture funnel cultivation throughout client journey
- Direct Energy**
Sr. Growth & Retention Marketing Manager

08.2017 – 02.2019

 - Partnered with nationwide AEs, sales teams, and franchisee stakeholders to conduct market research, competitor analysis, and refine agent loyalty programs with focus on strengthening NPS, yielding 27% YoY customer retention
- Allstate Insurance**
Content Designer

07.2016 – 05.2017

 - Worked in Agile with DevOps, UX, GTM, and design teams to research, create, test, and manage wireframe copy across all consumer experience and agent-facing product lines on web and mobile applications
- W. W. Grainger – Zoro.com**
Sr. Content Marketing & Social Media Manager

08.2014 – 03.2016

 - Led digital team in the quantitative deployment of omnichannel lead and demand generation programs, propelling >20% YoY inventory development from 650K to 1M unique SKUs and 31% YoY revenue growth from \$183M to \$296M
 - Spearheaded the establishment of corporate sponsorships and partner relations including the Chicago Blackhawks and TruSpeed Autosport to amplify brand awareness and consumer engagement
- The Institute for Transfusion Medicine – LifeSource**
Content Marketing & Social Media Specialist

07.2012 – 08.2014

 - Developed cross-channel marketing content, authored internal & external company communications, as well as promotional materials for publication under FDA and legal compliance, servicing 20+ account managers and 45 hospitals city-wide
 - Headed corporate partnerships including the Chicago Blackhawks, '85 Bears, and Northwestern University to advance PR tactics and donor retention programs