





Philip Tam

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Software and Programs

Marketo
Cvent
Swoogo
Salesforce CRM
Microsoft Office
Google G-Suite
Tableau
Confluence
Weebly (Square Website Builder)

Core Competencies

Project Management
Campaign Management
Field Marketing
Event Planning
Content Writing
Working Cross-functionally
Stakeholder Engagement
Internal Communications

Hobbies and Interests

Cooking
Running
Automobiles
Food Blogging

Work Experience

MuleSoft, a Salesforce Company – Retail and Consumer Goods Field Marketing Manager

May '21 -
Present

Field marketing lead supporting the MuleSoft RCG OU and sales team

- Evaluating, planning, and executing field events and programs across the full marketing funnel, including workshops, lunch and learns, customer spotlights, third party sponsorships, and CXO events
- Working cross functionally with industry, product, digital, and customer marketing in support of industry and company sales plays and initiatives
- Analyzing campaign performance to inform data-driven marketing recommendations and decisions

MuleSoft, a Salesforce Company – Public Sector Field Marketing Manager

Jun '18 -
May '21

Field marketing lead supporting the MuleSoft Public Sector OU and sales team

- Evaluating, planning, and executing field events and programs across the full marketing funnel, including workshops, tradeshow, webinars, and summits
- Working cross functionally with industry, product, digital, and customer marketing in support of industry and company sales plays and initiatives
- Develop, write, and publish content for internal and external distribution, including sales decks, customer stories, blog posts, and whitepapers
- Analyzing campaign performance to inform data-driven marketing recommendations and decisions
- Supported growth of operating unit from \$6.8M to \$50M+ of ACV

Oracle - Public Sector Go-To-Market Campaign Manager

Jun '16 -
Jun '18

Campaign management and execution for the public sector business development and inside sales organizations

- Planning, organizing, and executing in-hub and virtual Go-To-Market strategic programs and campaigns
- Manage development of sales enablement with Product Marketing, Sales Engineering, and Strategy Teams
- Coordinating campaign follow up activities, call blitzes, communications, and reporting to stakeholders
- Executing and aiding in ad-hoc sales trainings and campaigns on directive of sales VPs and leadership

Oracle – Public Sector Go-To-Market Campaign Coordinator

Sep '15 -
Jun '16

9-month rotation supporting the Public Sector Go To Market Programs team

- Aiding in executing in-hub and virtual campaign launches for cloud and on-premise technology sales plays
- Managing, organizing, and updating content on internal portals, microsites, and in company content management systems (CMS)
- Creating internal communications including: newsletters, invitations, and presentations
- Analyzing and reporting on campaign results for Program Managers and Director and VP level executives

Oracle – Sales and Market Development Representative

Jun '14 -
Sep '15

Business Development for Public Sector State and Local - Business Intelligence

- Account research, prospecting, cold calling, pipeline management, and deal progression for over 3,400 accounts across 15 states
 - Execute customer discovery calls and product demonstrations
 - Conceptualization, planning, and execution of campaigns developed with inside and field sales reps
 - Creating customer facing materials for events and vertical based campaigns
- Achievements: Averaged 138% attainment during tenure and a member of Oracle Early Achievers FY15 Q2, Q3, Q4, and FY16 Q1*

Education

Georgetown University, McDonough School of Business Class of '14

Aug '10 -
May '14

Washington, D.C.

Bachelor of Science in Business Administration

Majors: Marketing and International Business