

PORTFOLIO

Savvy Marketing Works

Fractional CMO | Marketing Consulting | Leadership

Decorative geometric shapes in the bottom left corner, consisting of overlapping triangles in shades of purple and dark purple.

Laura MacGregor

Founder Laura MacGregor has spent 20 years driving go-to-market strategy, brand growth, demand generation, and revenue for small and mid-sized businesses.

With a strong track record in cybersecurity, technology, and industrial B2B, Laura specializes in creating and executing marketing strategies that fuel revenue growth, drive demand, and enhance thought leadership. She has built and led collaborative teams ranging in size from 2-25, managed complex budgets, and handled vendors.

Laura has worked with cybersecurity and tech companies including the Center for Internet Security, Amazon Web Services (AWS), Microsoft Azure, Google, Akamai, CrowdStrike, IEEE, and other nonprofits and startups.

During her time at IHS (now part of S&P Global), Laura led product management for aerospace design methodologies, collaborating with clients including Boeing, Airbus, Lockheed Martin, BAE Systems, and others.



[LinkedIn](#)



Cybersecurity Marketing Strategy

Center for Internet Security (CIS)

Services Provided: Marketing and communications strategy across 40+ product portfolio, focusing on finance, healthcare, manufacturing, security vendors, MSPs, and SLED.

Developed go-to-market strategies for a dozen launches, led execution of multi-channel digital campaigns, transformed marketing automation, and established thought leadership strategy.

Built a team and developed processes and workflows. Established product marketing function including market research, competitive intelligence, and segmentation. Navigated data privacy regulations and compliance while building automation and email marketing strategy.

Results: 90% revenue growth over four years while supporting nonprofit mission.

- Planned and managed budget at or below 12% of revenue, including vendor management
- Achieved average of 30% conversion of marketing qualified leads while growing pipeline
- Grew social media following to 233,000, with above-average engagement rates
- Developed partnerships and co-marketing with AWS and other cloud service providers

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The content generated and managed from CIS is no small task.

It is managed well with increased focus on **consistency of form and messaging**, while advancing with industry and appreciating different types of publications.

CIS caters to a very broad audience, while focused on the cyber underserved, the marketing and communications reach extends to vendor influence as well as large organization with resources due to CIS being a trusted resource for security best practices.”

Kathleen Moariarty
former Chief Technology Officer at CIS

Startup Marketing & Founder Training

ToxiMapp

Services Provided: Created a complete marketing strategy for a startup, including:

- Messaging for key audience segments (both B2C and B2B2C)
- The ideal channels to focus on in order to optimize reach and grow conversions
- A tactical marketing playbook, roadmap, and daily/weekly tracker

Created a series of 5-minute videos explaining different aspects of the plan, plus teaching the founder how to execute core marketing tasks herself.

Advised on partner structure and pricing and supported a search for a long-term fractional CMO.

Results: Sense of direction and immediate foundation for growth.

- Shifted from trying random tactics to having a clear plan, knew which priorities to tackle first, and had practical tools she could use right away.
- Greater confidence in decision-making, sharper insight into pricing and partnerships, and less wasted time.

“**Laura is truly an expert in marketing strategy and execution.** She created a marketing strategy for our startup, including a roadmap and daily/weekly tracker. She has helped us with a CMO search.
I highly recommend her!

Deb Hordon, Ph.D
Founder of ToxiMapp

Awards & Recognition

Center for Internet Security (CIS)



Best Marketing Campaign - 2024

"Build a Sustainable Governance, Risk, and Compliance Program"

Multichannel campaign promoting a discounted membership window. Anchored by a webinar and white paper featuring GRC thought leaders.

Results: MQLs increased 185% over the same period during the prior year.

Best Public/Government Affairs Campaign - 2024

"K-12 Report: A Cybersecurity Assessment of the 2022-2023 School Year"

Data-driven PR report focusing on threat intelligence specific to K-12s.

Results: Picked up with 23 earned media placements across trade publications and mainstream media.

Best Marketing Campaign - 2023

"Plan Your Cybersecurity Roadmap to Success"

Fully integrated, multichannel campaign highlighting steps to improve cybersecurity.

Results: 11x ROI on ad campaign. 27% of on-demand webinar viewers converted to leads. Created 561 MQLs.

Additional award: Best Public/Government Affairs Campaign - 2022 for Cyber STRONG (cybersecurity for elections entities)

Thought Leadership

Private Clients - Various

Services Provided: Thought leadership strategies and support for small business owners. Stand out from the crowd and generate new business while establishing credibility.

Bespoke engagement based on individual needs and objectives. Services range from strategy development and coaching to content creation.

Results: Increased visibility for business owners, while saving time.

- Increase visibility and reach within your target market
- Establish credibility and drive demand for your products or services
- Start conversations with prospective customers in the comments

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“Laura is so amazing to work with! She's very knowledgeable with my specific niche.”

Handmade Business Owner

"I've been searching for an editor like Laura for YEARS. **Laura nails it every time!** This collaboration has truly brought the joy back to my writing.”

Founder



Industrial B2B Advertising

GlobalSpec

Services Provided: Product management and marketing for digital advertising solutions including webinars, 80+ email newsletter titles, banner ad network, discussion community, searchable online product catalog, and more.

Worked directly with B2B (industrial, engineering, and tech) clients to deliver marketing solutions that fit their goals and programs.

Results: Generated \$16 million in revenue across nine advertising and sponsorship products.

- Strong content strategy resulted in 1 million new registered users each year
- Webinars regularly attained 40% attendance rate due to engaging promotion
- Engineering and tech discussion community site received 350,000 monthly visits
- Community sponsorship revenue grew by 1400% in 2 years

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I would pick Laura to be on my team any time.

I frequently turned to Laura to take on challenges, big or small, that no one else seemed ready or willing to take on. I knew when she took on a job it would get done quickly and professionally.

She was always terrific at organizing and **zeroing in on the key issues of any project.** Laura was also a great people manager.

Thomas Brownell
Co-Founder and
Senior VP Production & Engineering
at GlobalSpec

Aerospace Product Marketing

IHS ESDU

Services Provided: Managed an aerospace design standards subscription portfolio including datasets and calculators. Key customers included Boeing, Airbus, Lockheed Martin, BAE Systems, and other aerospace and defense companies.

Identified, created, and launched new products using Stage-Gate product management. Interfaced directly with engineers to develop messaging and sales collateral.

Supported sales teams with customer usage analysis and renewal proposals. Repackaged products for adjacent industries such as auto manufacturers and F1 racing.

Results: Generated \$4 million in annual recurring revenue, with 5% annual price increases.

- Revamped website to include additional sample content and increase conversions.
- Created email content that resulted in upsell opportunities.
- Increased usage of the subscription across key targets in academia.



Skills

Savvy Marketing Works

- **Strategic marketing plans** – align with business goals and drive impact
- **Budgeting and vendor management** – maximize ROI and efficiency
- **Branding and messaging** – a strong, consistent voice that resonates
- **Thought leadership** – showcasing expertise and insights through content
- **Website and content** – engaging digital experiences that convert
- **Lead generation and marketing automation** – use data to nurture and grow
- **Email and social media** – compelling campaigns that foster engagement
- **Product marketing and research** – meet market needs and stand out
- **Advertising** – driving awareness and demand through strategic paid media
- **Partner marketing** – strengthen relationships and expand reach



Education

- **Certificate, Digital Marketing Strategies:** Northwestern University, August 2020
Kellogg School of Management
- **MA, Communications:** The College of Saint Rose - Albany, NY 2010
Focus on Digital Media and Public Relations
- **BS, Management:** Rensselaer Polytechnic Institute - Troy, NY 2006
Concentrations in Marketing and Management Information Systems

Certifications

- **Global Information Security Fundamentals (GISF)** from GIAC
- **AWS Business Professional** from Amazon Web Services

cybersecurity

digital marketing

marketing
strategy

product
management

communications

Marketing Services

Fractional Marketing Leadership

Develop a marketing strategy aligned with business objectives.

Mentor and develop a team.

Establish and scale repeatable systems and processes.

Vendor contracting, onboarding, and management.

Budget management, reporting, and trend analysis.

Thought Leadership & Content Strategy

Tell your story, create interest, and build credibility.

Create a strategy for building your brand.

Custom plans and programs for your own content strategy.

Ghostwriting to take expertise from concept to execution.

LinkedIn and social media.

Marketing Strategy & Planning

Marketing plans for product launches, demand generation, brand growth, and more.

Advertising and digital strategies.

Playbooks for teams to build campaigns and execute tactics including content, email, social media, webinars, events, etc.

Project management and measurement.

Let's collaborate

Contact me today to discuss how we can create a savvy marketing strategy that works for you and your goals!

-  **Website:** www.savvymarketingworks.com
-  **Phone:** (518) 225-0277
-  **Email:** laura@savvymarketingworks.com
-  **Calendar:** <https://calendly.com/laura-savvymarketingworks/30-minute-intro>

[LinkedIn](#)

