

M A D E L I N E B E L F O U R E

MARKETING LEADER

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Marketing leader who transforms organizations by elevating brand presence and executing marketing strategies aligned with company vision and goals. Proven track record of collaborating closely with business line leaders to create results-driven marketing programs that meet revenue and growth targets. Adept at partnering with internal teams to ensure successful go-to-market launches and integrated marketing campaigns. A champion of initiatives that enhance employee and customer engagement. Excels at hands-on execution while providing strategic direction that drives overall success.

W O R K E X P E R I E N C E

NATIONAL MARKETING DIRECTOR

2020 - 2024

UHY Consulting, Atlanta, GA

Repositioned the firm within the consulting space by developing a unique brand identity. Collaborated with practice leaders to develop marketing strategies that identified target audiences for specific solutions and drove new client acquisition.

- Developed creative proposal process with targeted microsites and messaging to acquire new enterprise clients.
- Led integrated marketing and sales campaigns utilizing digital marketing, website and SEO, social media, events, and industry conferences to generate leads and build brand awareness.
- Optimized marketing efforts using Pardot, Monday, AI, and Salesforce to boost performance.
- Created a personal branding and thought leadership program for managing directors, securing national media by-lines on key topics like AI, change management, interim staffing during growth periods, and digital transformation.
- Awarded the 2022 Impact Award for driving significant firm growth.

MARKETING LEADER

2019 - 2020

Transcard, Chattanooga, TN

Refined the brand for this innovative fintech company to better communicate its market-leading integrated payments technology.

- Partnered with BNY Mellon to launch a corporate payments platform featuring Real-Time Payments (RTP).
- Reinvigorated relationships with financial services partners, leading to a new business payments package that included expense management and payroll solutions.
- Created compelling marketing assets in collaboration with Mastercard to promote joint offerings with Transcard, driving increased brand visibility and customer engagement.

HEAD OF NORTH AMERICA MARKETING, 2013-2018

2009 - 2018

Elavon, Atlanta, GA

Led a high-performing channel marketing team to support ten business lines for the \$1.2B global payments company. Developed effective communications and employee engagement programs. Utilized metrics to optimize ROI and a \$7M budget.

- Collaborated on go-to-market planning, supporting product launches with internal teams.
 - Drove 15% of all inbound SMB leads through digital marketing campaigns with Costco.
 - Delivered 1,400 qualified commercial leads annually through industry conferences, customer events, thought leadership, and product campaigns for the enterprise sales team.
 - Developed partner campaigns that boosted referrals to SMB customers by an average of 20%.
- Worked closely with Product Management and Product Marketing to message products for the different channels.
- Improved onboarding efficiency, reducing activation time by 13%, resulting in an additional \$100K in monthly revenue.
- Managed comprehensive customer and crisis communications, ensuring timely updates on business impacts and safeguarding customer relationships during critical events.

WORK EXPERIENCE CONT.

MARKETING CONTRACTOR, 2009 - 2013

Elavon, Atlanta, GA

Managed large-scale marketing initiatives for Elavon's corporate marketing team, collaborating closely with internal stakeholders to execute impactful projects.

- Developed and executed a global thought leadership campaign on security solutions, focusing on the total cost of payments, leading to multiple customized implementations valued at \$200K each.
- Directed a six-month marketing program to launch Union Pay, the leading issuer brand in Asia Pacific, to 650,000 U.S. merchants, generating a \$4M revenue boost that quarter.
- Developed value propositions and product positioning for Elavon's contactless payment capability across Poland, Germany, the UK, and Ireland, leading to successful pilot programs and early market adoption.

FOUNDER & PARTNER

2010 - 2013

Lunation Marketing, Atlanta, GA

While contracting at Elavon, delivered senior-level marketing services to businesses, including SaaS, financial services, manufacturing, staffing, and residential services.

- Orchestrated a 50% increase in client acquisition for a top Intuit QuickBase developer by clarifying complex offerings, refining brand identity, and building a comprehensive online presence through videos, newsletters, and client communications.
- Developed new corporate brand positioning and value messaging for the largest temporary staffing agency in Atlanta. Analyzed the applicant experience and revamped all materials, including branding for branch offices. This initiative contributed to a 30% increase in sales hires to meet growing demand.

EDUCATION

Bachelor of Arts (B.A.) | Degree in Journalism, Public Relations and Marketing | University of Georgia

SKILLS

Marketing Strategy
Brand Management
Product Marketing

Digital Marketing
Revenue Marketing
Measurement/ROI

Marketing Technology
Sales Enablement
Employee Engagement

LEADERSHIP DEVELOPMENT

Inspiring Global Leaders through Growth Program, Pinnacle Award-President's Pick
Elavon

Certified Financial Marketing Professional Designation
Institute of Certified Bankers

Race for the Cure, Fundraiser and Company Chair – Raising \$1M over 3 years
Susan G. Komen Foundation