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Austin, TX

TRANSLATOR BETWEEN NERDS AND NORMALS. I'm a fearless builder and leader of global teams who loves solving hard problems. I do my best work in complex environments—multi-sided markets, turnarounds, transformation—where marketing can bring clarity alongside revenue.

Core competencies: Creating systems, functions, feedback loops where there were none • Digitally-native channel and content strategies • Storytelling • Organizational translation during transformation • Revenue-focused marketing (pipeline, closed deals, ROI) • Distributed team architecture • Communications excellence • Crisis Management • Compliance

PROFESSIONAL EXPERIENCE

Fractional CMO, Consultant & AI Products | 2025 - current

- **Fractional CMO, UpTrust:** Led lifecycle marketing and onboarding for new social media site launched in February 2026 with 'Hey Wait, Can We Do Better?' virtual event. 11,000 signups, 2,600 logged-in accounts, 2,200 unique users on event day, 248 posts, 712 comments, 264 people posting content that day. Support from big names including Eric Ries, Tim Urban, Liv Boeree, Adrian Grenier, Greg Lukianoff, and John Mackey \$1.78 CAC at launch
- **Co-Founder & CEO, HeyPeggy.ai:** Peggy handles brand strategy, content, and marketing execution for small businesses. Guerrilla marketing debut at SXSW 2026. Side project.

VP, Global Head of Marketing, Experience & Communications

(Operations) | *Arise Virtual Solutions, Remote (Austin)* | 2022 - 2025

Rebuilt integrated growth engine that transformed acquisition economics while scaling community engagement and increasing performance; led team, customers, and stakeholders through multiple lawsuits and built marketing compliance function from 0 to 1.

- Reimagined global growth marketing strategy for two-sided customer service marketplace, driving unprecedented brand awareness, acquisition, and revenue growth amidst multiple ICPs and stakeholders. Changed channels, inputs, feedback flywheel, and targets, resulting in increased efficiency, retention, and activation
- Achieved 90% reduction in paid ad spend while increasing registrations by 10% across the funnel through organic and referral channel architecture; managed \$8M annual budget
- Instituted advanced data analytics frameworks to dynamically adapt advertising targets to market demands, delivering measurable ROI improvements while maintaining agility
- Built thriving service partner community of 1M+ through high-empathy storytelling, UGC initiatives, and field marketing events, increasing retention and utilization of service partner network
- Successfully led crisis response to multiple federal lawsuits. Built and deployed ESG and public policy strategic communications roadmaps. Built advocacy coalition for third-party validation with SPARC group
- Leveraged media strategy, earned and owned, as well as PR to achieve positive reputational growth in face of crisis.
- Directed high-impact consumer communication strategies, driving

HONORS & AWARDS

Top Women Leaders of 2025

Women We Admire

Business Transformation & Operational Excellence Industry Awards | HGS Agent X

Best Achievement in Customer Experience Excellence | HGS Agent X

Business Intelligence Group 2023 BIG Awards for Business | Agent X Product

American Business Awards **Gold Stevie® Award** for Best Online Press Room, *alorica.com*

Platinum dotCOMM award in Social Media Marketing
Bronze Telly Award – Series – Culture & Lifestyle: Social Video for #IAmAlorica social media campaign
See it: <http://bit.ly/2sfhddo>

Austin's Finest Honoree 2019 & Tomorrow's Leader Award 2024, Cystic Fibrosis Foundation of Central TX

EDUCATION

Rice University, Houston, TX — **Bachelor of Arts, History & Religious Studies**

Quantic School of Business and Technology, Washington, D.C. — **EMBA**

LANGUAGES

Spanish, Proficient

- industry-leading open rates and 8% CTR across 1M+ monthly emails
- Led comprehensive digital transformation including multi-site relaunch and global social media programs, leveraging SEO & APO strategies to secure first-page rankings for 100% of keywords
- Recognized as 360-degree highest-rated manager (2023), leading high-performing global team of 15 across three departments in US, EMEA, India, and LATAM; influencing executive and board decision-making on critical business strategies.
- Presented to the board quarterly with relevant and crisp data and storytelling.

VP, Global Head of Marketing | *HGS, Remote (Austin)* | 2020 - 2022

Defined digital brand strategy, launched award-winning go-to-market strategy and execution for AI product, and built first-ever channel partner program, delivering \$31M in measurable pipeline.

- Delivered \$20M in annual pipeline through targeted digital marketing and ABM campaigns, closing 31 new logo deals in FY21 for digital services arm of privately-held global BPO
- Built company's first channel marketing program with Twilio, Microsoft, and AWS from zero, generating \$11M in pipeline in six months by partnering with sales to build the commercials, launching events, seller education, and co-branded collateral.
- Created innovative content experiences including digital newsroom and CX Detectives podcast, attracting 20K C-level listeners in debut season through empathy-driven storytelling in technical B2B context
- Executed end-to-end product marketing and GTM strategy for award-winning digital product HGS Agent X
- Achieved marketing ROI exceeding 1.5:1 on \$2M budget through disciplined resource optimization and capital efficiency
- Secured 16 industry awards and 38+ annual media placements, establishing company as recognized market leader through strategic third-party validation
- Managed team of 6 across in US, India, and APAC

Director, Solutions & Strategy | *Cognizant Softvision, Remote (Austin)* | 2019 - 2020

Managed Apple alliance, product design thinking workshops as pipeline, and post-acquisition sales enablement into Cognizant.

- Directed global strategy, solutions development, and sales enablement team of four across US, LATAM, and India
- Oversaw the Apple strategic alliance, building and managing a \$20M pipeline of high-value opportunities, realized through on-site product design workshops and solution-led selling
- Designed and formalized sales education program, enhancing team capabilities and accelerating effectiveness through clear frameworks
- Served as integral part of M&A change management team following acquisition, educating Cognizant and the market on combined capabilities; working in a pre-sales solutioning capacity with sellers

IT Director: Solution Development, Client Technology

Management, Product Management | *Alorica, Remote* | 2017 - 2019

Internally recruited to be a nerd translator: bridging the technical and commercial worlds as SME for AI-driven customer experience solutions

- SME for AI-driven customer experience solutions, integrating machine learning and advanced chat technologies.
- Partnered with Fortune 50 clients to deliver transformative technology strategies, enabling seamless integration of self-service

TECHNICAL CAPABILITIES & SKILLS

Building & Systems: Claude, prompting, web, SEO/APO, custom solution development

Marketing Technology:

Salesforce, Pardot, HubSpot, Sprinklr, Sprout Social

Data & Analytics: Google

Analytics, Excel, PowerBI, advanced analytics frameworks

Business Operations: AI tools, Concur, Asana, Monday, Slack, G-Suite, Microsoft Office suite

Creative Execution: Writer, editor, photographer, content creator across formats

Remote Leadership: 15 years leading fully distributed global teams across multiple time zones with dedicated home office setup. Expert at building systems that provide clarity and autonomy rather than requiring oversight.

Rapid Learning: Demonstrated ability to master new systems, software, and technologies quickly — enabling pattern recognition across unfamiliar industries and technical domains

COMMUNITY LEADERSHIP

Leadership Council, Membership Director, Tomorrow's Leaders | Cystic Fibrosis Foundation

Founding Chair, Blondes vs. Brunettes Charity Powderpuff Football Game benefiting Alzheimer's Association of Austin

Founding member, Austin Young Chamber of Commerce

Varsity basketball and track athlete at SMU (transferred)

and automation capabilities. Configuration, pitch, and build possibilities for clients.

- Established and operationalized the Product Management department, driving innovation through agile methodologies, automation of RFP responses, and stakeholder alignment.

Director of Global Digital Strategy | *Alorica, Remote* | 2016 - 2017

Enterprise digital strategy built at startup speed: launched new website in record time, doubling traffic with 3x conversion

- First digital hire for \$1B BPO, led a team of 3 in US and APAC
- Architected distributed social media management system empowering 100 local managers with personalized content creation to build consistency and autonomy, not oversight
- Developed completely personalized company intranet on WordPress, creating individualized landing pages for distributed workforce
- Led digital integration during major acquisition, consolidating websites, streamlining social operations, and improving employee sentiment, helping create comfort in organizational chaos

EARLY CAREER IN JOURNALISM

Digital Director | *Orange Coast, Emmis, Newport Beach, CA* | 2013-2016

Led digital transformation for media properties, establishing content distribution and monetization frameworks

Founder | BOSS: Badass of Site & Strategy | DailyHap (Startup), Aspen, CO & Marketing Consultant at Lyssa Myska Allen | 2012-2020

Built startup website dailyhap.com. Built and scaled digital presence for clients including rPlanet Earth, Ben & Jerry's, Formulated.By, Power Athlete, and Modern Luxury publications.

Editorial Leadership Roles | Various Publishers, Austin, TX | 2007-2011

Editorial Director, EndlessBeauty.com (365 Media) • Editor-in-Chief, AustinPost.org (Trilogy) • Managing Editor roles across multiple publications including Texas Homes & Living, Concrete Homes, Austin Music + Entertainment

Direct Marketing Manager | Stratfor, Austin, TX | 2008 - 2009

Developed data-driven acquisition and retention campaigns for global intelligence platform