

TONI FULFORD EVANS, MBA

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540-422-6078 | Northern Virginia

Executive Marketing Leader, with a proven track record of transforming brand performance and accelerating revenue growth across SaaS, aviation, and network technologies, is where I excel. Expert at modernizing marketing organizations by bridging strategic business objectives with customer needs to build cohesive, high-performing marketing engines. Aligns executive priorities, customer insight, and market intelligence to develop sophisticated go-to-market (GTM) strategies that strengthen brand positioning and drive business growth. Proven track record of leading cross-functional teams to expand global market presence, increase digital engagement, and deliver measurable improvements in pipeline generation, customer acquisition, and brand equity.

CAREER HIGHLIGHTS

- **Global Market Expansion:** Engineered a GTM strategy for a new aviation market segment, securing multiple Letters of Intent and a milestone \$1M initial sale.
- **High-ROI Demand Generation:** Directed a targeted lead generation campaign for international Air Navigation Service Providers, achieving an 11% ROI and converting three major global clients.
- **Digital Engagement Growth:** Elevated brand designs and social media content improving KPI analytics and engagement by 25% within the first 90 days.
- **Lead Capture Optimization:** Spearheaded a targeted customer acquisition strategy for global tradeshows, consistently increasing lead volume by 17-18% per event.

CORE COMPETENCIES

- **Strategic Marketing Leadership:** GTM Planning & Strategy | Global Brand Positioning | Executive & Stakeholder Alignment | Integrated Marketing Communications (MarCom)
- **Demand Generation & Growth:** Campaign Management | Customer Acquisition & Retention | Revenue Pipeline Growth | Multi-Channel Digital Marketing & SEO Strategy
- **Product & Market Excellence:** SaaS & Product Launches | Marketing Trend Analysis | Competitive Messaging | Content Strategy & High-Impact Sales Collateral
- **Marketing Technology & Analytics:** AI-Enabled Marketing Strategy | MarTech Platforms | CRM & Marketing Automation | Marketing Analytics | Paid Media

PROFESSIONAL EXPERIENCE

www.TFEvans.com | Consultant — June 2025 to Present | (Also, Jan 2014 to Jul 2018)

Online marketing company that provides integrated marketing, digital marketing, and strategic planning services for businesses.

Brand & Digital Marketing Consultant

Established and operated a marketing consultancy serving small businesses and nonprofits, leveraging years of integrated marketing experience to develop and grow brands for small businesses.

- Designed go-to-market strategies paid digital campaigns, and customer acquisition programs to increase brand visibility, optimize conversion, and generate qualified demand.

Metron Aviation | Herndon, VA — February 2020 to June 2025

Global leader, in air traffic management (ATM) and air traffic flow management (ATFM) solutions. .

Director, Marketing & Customer Engagement

Reported to the CEO and partnered closely with Sales to develop growth marketing strategies that accelerated customer acquisition, expanded marketing-sourced pipeline, and enhanced campaign performance across global markets. Led the planning, development, and launch of multi-channel brand and product campaigns across digital platforms; backlinked corporate websites, significantly expanding global reach and brand visibility.

Metron Aviation (cont.)

- **Directed a lead generation campaign** targeting Air Navigation Service Providers, resulting in 225 emails, 11% Response, 19 Trials, and 3 new customers (Dominican Republic, Colombia, Philippines) - **\$10m sale**.
- **Designed a GTM strategy** (encompassing creative assets, messaging/positioning, branding, and social media initiatives) for a new aviation market, resulting in a \$1M software sale.
- **Developed a targeted customer acquisition strategy** across digital campaigns and global tradeshow, improving lead capture, funnel conversion, **and qualified pipeline by 17–18% per event**.
- **Led integrated brand initiatives**, including websites, and digital marketing that strengthened awareness, improved customer engagement, and supported ongoing **pipeline generation**.

Senior Manager, Marketing - Contractor — March 2020 to February 2021

Orchestrated the development of marketing initiatives, communications plans, and brand campaigns, combining high-level strategy with content execution to drive global brand awareness and lead generation.

- **Led campaigns** to market flagship products in a competitive industry, accelerating product adoption.
- **Designed a strategic roadmap** to improve the corporate website and elevate social media platforms, resulting in two major leads within 30 days that progressed to a **\$15M** software sale.

Juniper Networks, Federal Markets | Herndon, VA — August 2018 to August 2019

Provider of AI-native networking, cybersecurity, and cloud solutions tailored to the US Federal market.

Senior Manager, Field Marketing

Partnered with the VP of Sales and cross-functional stakeholders to execute GTM initiatives, demand generation campaigns, and sales enablement programs that strengthened pipeline development and regional growth.

- **Developed regional radio advertisements and social media campaign**, improving KPI analytics (such as engagement) by 25% in just 90 days through elevated brand designs and social media content.
- **Led email campaigns** and created trade show videos that further improved brand engagement.

Sprint Communications | Reston, VA — August 2009 to August 2013

Provider of wireless voice, messaging, & broadband services as a major US mobile network operator.

Senior Project Manager, Marketing & Training

Developed integrated marketing and sales enablement programs that strengthened workforce effectiveness, supported product adoption, and improved sales performance.

- **Oversaw the development of marketing content, sales tools, training programs**, and competitive features for Multimedia Messaging and Wireless Broadband initiatives.
- **Directed a cross-functional team of instructors and designers**, ensuring all deliverables were completed on time, under budget, and within scope.

EARLY CAREER

Senior Manager, Marketing | Lucent Technologies (2000-2009): Led a 12-member marketing team supporting 7 Engineering Sales Managers across the U.S. & Hong Kong. Directed integrated marketing initiatives for Engineering, Installation and Customer Consulting Services portfolios supporting approximately \$14B in U.S. revenue, strengthening sales effectiveness, customer engagement, and market positioning.

EDUCATION

- **Master of Business Administration, Concentration in Marketing** | Southeastern University, Washington, DC
- **Bachelor of Business Administration, Marketing & Management** | University of the District of Columbia