

# Bre Roz

New York, New York | 585-297-0996 | [bre@breroz.com](mailto:bre@breroz.com) | [LinkedIn Profile](#) | [Recommendations](#) | [Published Articles](#)

## SUMMARY

Sales enablement leader coming from 6 year tenure at Meta supporting a rapidly-growing sales organization. Deep expertise in collaborating with Product, Engineering, and AI teams. Known for building scalable enablement infrastructure through systems thinking and AI integration.

## RELEVANT EXPERIENCE

### Meta

*Senior Marketing Manager, Sales Enablement*

*August 2023 – December 2024*

- Scaled sales enablement resources as the team rapidly grew from 46 members to 3,000 members throughout time in role.
- Overhauled the sales knowledge repository, saving an approximate 12,000 team hours and increasing traffic by 71% and material downloads by 53% quarter-over-quarter.
- Developed the first-ever internal sales video repository product, collaborating with engineering and UX teams to drive 691% increase in video views within one month of launch.
- Troubleshooted outdated information appearing in the brand new Metamate AI tool, collaborating with Gen AI team to ensure accurate retrieval of the most up-to-date sales resources through AI-generated queries.
- Revamped the sales repository dashboard to enable analysis of 30+ new metrics, resolving historical data discrepancies with the data science and engineering teams to accurately size sales enablement impact.
- Trained and mentored new hires as the most senior team member, including delegating key enablement projects to contract workers to lighten the workload of the larger team.

*Marketing Manager, Sales Enablement*

*February 2022 – August 2023*

- Owned product marketing for an external sales web tool, defining the product roadmap and translating business objectives into technical requirements, which improved alignment between UX and web development.
- Expanded key responsibilities of role during 2 mass company-wide layoffs, absorbing additional enablement tasks and maintaining marketing team morale.
- Established content writing guidelines and conducted quality assurance reviews for all sales materials, ensuring high-quality content standards across marketing teams and direct managers.
- Created and delivered all sales enablement content (articles, decks, battle cards, videos) for 3,000+ sales reps, authoring project plans and requirement specifications that improved field readiness and reduced onboarding time.
- Designed customer-centric content across Facebook ads, email, and landing pages, resulting in increased click-through and conversion rates for SMB growth initiatives.
- Served as an external thought leader by publishing 4 Meta for Business blog posts and supporting key sales initiatives.

*Marketing Manager (via Nytec, Accenture, ProUnlimited)*

*October 2018 - February 2022*

- Spearheaded migration of 500+ marketing documents to centralized platform, cutting team search time by 60%.
- Redesigned internal marketing hub and built scalable blueprint, boosting resource discoverability and stakeholder satisfaction.
- Translated technical documentation into actionable workflows, streamlining communication between marketing and engineering teams.

### Autodesk

*Marketing Communications Manager, Social Media & Content Strategy*

*August 2016 - February 2018*

- Owned integrated social media marketing strategy for B2B SaaS products, managing campaigns across Facebook and Twitter.

## SKILLS

**Technical Skills:** Project Management Tools (Asana, Trello), Design & Collaboration Tools (Figma, Miro), Data Visualization (Tableau), Knowledge Management Systems, CRM Platforms, Google Suite

**Professional Skills:** Cross-functional Collaboration & Stakeholder Management, Strategic Problem-Solving, Communication & Presentation, Influence Without Authority, Adaptability in Fast-Paced Environments, Training & Mentorship

**Industry Expertise:** GTM Strategy & Operations, Sales Enablement & Revenue Operations, Product Marketing, Content Strategy, CRM & Marketing Automation, AI Integration, Training & Onboarding Programs, Change Management

## EDUCATION

**State University of New York at Brockport** *B.A. History* | **Genesee Community College** *A.S. Web Development*

**Key Certification:** *AI Fluency: Framework & Foundations, Anthropic, Aug '25*