

**Karen Robles**

Partner Marketing & Enablement Specialist | B2B Tech & AI | Wharton AI-Certified | Portland, OR | 702-771-9032  
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**Summary**

Partner Marketing & Enablement Specialist with 10 years developing scalable marketing programs and partner ecosystems in B2B tech. Expert in sales enablement, project management, and data-driven approaches to drive revenue growth. Proven track record building Go-To-Market programs from concept to \$1M+ through strategic thinking and program development. Strong understanding of AI/ML solutions with Wharton certification. Committed to ethical business practices with management skills in Salesforce CRM and marketing automation.

**Professional Experience**

- Emerald | Partner Marketing & Business Development Manager** | Portland, OR | Feb 2024 – Jul 2025  
Developed scalable partner marketing programs and Go-To-Market strategy, creating channel marketing campaigns increasing participation 20% YoY. Generated \$100K+ through sales enablement and program development. Managed pipeline using marketing automation with data-driven ROI tracking.
- Oregon Convention Center | Partner Program Manager, Conferences & Trade Shows** | Portland, OR | Mar 2023 to Jan 2024. Applied project management skills executing marketing programs for 20+ B2B conferences annually (1K–20K attendees). Developed sales enablement resources and playbooks for tiered programs. Built management systems improving partner communication. Delivered data-driven analysis demonstrating revenue growth.
- Freeman | Partner Marketing & Enablement Manager** | Las Vegas, NV | Jan 2018 – Jul 2020  
Scaled channel marketing programs for 55 B2B tech conferences annually including CES (180K attendees) and Adobe Summit. Developed sales enablement materials and playbooks for 50+ partners generating \$500K+ revenue growth. Built creative training programs for AI/ML solutions.
- Informa | Senior Partner Marketing & Enablement Manager** | Santa Monica, CA | Apr 2009 – Sep 2014  
Built scalable partner marketing ecosystem through program development, creating Go-To-Market programs generating \$500K with 30+ partners. Developed playbooks and channel marketing strategies surpassing \$1M annually. Applied management skills and data-driven approaches managing 400+ relationships.

**Core Skills**

Partner Marketing • Channel Marketing • Marketing Programs • Sales Enablement • Program Development • Go-To-Market • Project Management Skills • Management Systems • Marketing Automation • Revenue Growth • Strategic Thinking • Data-Driven Approach • Work Cross-Functionally • Written and Verbal Communication • B2B • AI/ML Solutions • Playbooks • Salesforce CRM • HubSpot • Marketo • Committed • Creative • Ethical

**Education**

Arizona State University (formerly FIDM) : Associate of Arts, Marketing Dec 2007

**Certificates**

University of Pennsylvania, Wharton Online: AI Fundamentals for Non-Data Scientists August 2025  
Linked In: Cybersecurity for Sales August 2025  
HubSpot Certification: Inbound Marketing Optimization (In-Progress)  
Adobe Marketo Engage Practitioner Expert Certification (In-Progress)