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Pre-Screener Interview Questions

1. Can you walk us through a marketing campaign you planned and executed end-to-end?

What tools did you use, and how did you measure success?

One of my most successful marketing campaigns I planned and executed end-to-end was the SIMULIA “How-To” YouTube series while at Dassault Systèmes. This marketing campaign drove tremendous growth to social media long and short form video consumption, video comments, new subscribers and sign ups on the 3DEXPERIENCE community. The SEO search friendly educational tutorials distributed directly from the SIMULIA brand were well received by existing SIMULIA software users. The campaign provided users an additional community on the 3DEXPERIENCE Platform where they could receive engineering support and connect with like-minded professionals. This campaign ultimately built a reputation for SIMULIA as a brand that offers industry leading multi-physics software and offers support and resources for users.

Our need for the social media campaign was that even the best and brightest engineers with master’s and PHD’s needed guidance navigating SIMULIA’s software for their personal and professional workflows. Management at SIMULIA defined the need to create more of a community around software education.

The campaign began with a kickoff meeting led by our VP of Marketing, where we formed a cross-functional team with members from Marketing and R&D. A structural engineering expert from R&D spearheaded the initiative and an engineer from the Innovation Lab handled video editing. I managed the YouTube publishing, social media and related public relations promotions as the representative from the Creative Lab.

In terms of marketing campaign planning, we developed the structure of types of content we would create and a content calendar with a weekly cadence of two videos posted and promoted per week. I would post the videos on Tuesdays and Thursdays on YouTube and then promote this content on our additional social outlets on Saturday and Sunday with our #WeekendWatcherSeries hashtag. Here is a blog post I wrote for Dassault Systèmes explaining the ‘How To’ marketing initiative: <https://blog.3ds.com/brands/simulia/introducing-simulia-academy-playlists-youtube/>

People began to watch the how-to workflows as a means of mastering his/her skillset in the SIMULIA software. As people had workflow questions, I managed social media comments and would route them to the user community on the 3DEXPERIENCE Platform where SIMULIA engineers addressed technical questions and needs.

The ‘How To’ Marketing Campaign Series was measured in video watch time, subscribers, likes and comments. To summarize the results, SIMILIA’s YouTube subscriber count increased by 600% in 6 months. Content was highly engaged with tremendous increases in likes, comments, and video watch time. SEO ranked extremely well in the top three spots on Google’s YouTube Carousel for key words including “SIMULIA how to Series” and related key word terms. YouTube polls confirmed “How-To” videos were the most valued content by the engaged viewing community. Campaign led to increased traffic and user engagement on the 3DEXPERIENCE Community platform. We were able to meet yearly KPI projections to maintain consistent 3% MoM growth across all social media platforms. If you go to <https://lydiazamparelli.com/portfolio/> there is a deck I created under the heading ‘Social Media Management’ fully communicating the quantified results of our campaign after about 6 months.

The 'How To' Marketing Campaign helped position SIMULIA as both approachable and technically credible. My colleague on the video creation team and I both earned SI-TL Performance Awards from Subham Sett, the VP of Marketing, after presenting our work on this marketing campaign. I was later promoted to more responsibility as Social Media Lead.

1.1 Follow-up: How did you handle unexpected challenges during the campaign

An unexpected challenge arose during the campaign when a marketing colleague raised a concern during one of my presentations about ensuring all content complied with Intellectual Property (IP) law regulations. Questions surfaced around whether we had the proper rights to use certain simulation assets and images in our social media posts. To address this, I partnered with a veteran engineer and our legal team to create a dedicated IP compliance section on our creative brief. We added specific questions, such as: *Do you own the rights to the CAD models used? Did you create this simulation, or where was the content sourced from? Can you verify SIMULIA's ownership or licensing rights to this material?* Questions like these helped us verify every aspect of content ownership early in the content creation process to avoid compliance issues. I began meeting regularly with the IP legal team to stay informed on legal best practices for content creation. While I was initially unsure how to navigate the issue, cross-functional collaboration helped us implement a proactive content creation system that safeguarded the company.

2. Have you developed marketing strategies specifically targeting startups or innovation communities?

While working at Nike Boston, I ideated and executed several marketing efforts targeting the local health and wellness community. One marketing initiative was a partnership I initiated between the Nike NRC+ Run Club and CryoMed Spa, a small cryotherapy startup on Newbury Street. I frequently pitched various ideas to enhance the local marketing efforts at Nike, which

hosted a well-organized free weekly Run Club for athletes in the Boston area. Nike's General Manager and Marketing Lead were supportive of this idea as I identifying how the two neighboring businesses had overlapping target audiences in the health and wellness space.

One day before work, I walked into CryoMed Spa and connected with the owner about the Nike Run Club and how a partnership may drive traffic into their store. They were supportive of this idea, and I introduced the two parties in an email. The Nike Run Club ultimately collaborated with CryoMed to co-host a wellness event, where the run club would route to the store front where participants could partake in free athletic recovery services, refreshments, and product trials. The event was promoted on the NRC+ app, where runners signed up in advance to attend the free workout and special recovery event. This strategic partnership gave CryoMed Spa exposure to health-conscious runners who were likely to return as customers and gave Nike clout and integration within the local health and wellness community.

On a separate note, I should note that I've also held roles several startups, for instance, I contributed blog posts, SEO optimization and activated an event at Fenway Park for the startup GradGuard, which went through a series of acquisitions, and eventually went on to become acquired by Groupon.

3. Tell us about a time when you had to promote a new initiative or program from scratch.

How did you build awareness and drive engagement?

An interesting *new initiative* I worked on was when Exa Corporation was acquired by Dassault Systèmes. I was part of the marketing team that worked to sunset Exa Corporation as an entity and rebrand all of the PowerFLOW products under Dassault Systèmes' SIMULIA portfolio. I was part of the team that met to discuss and deliver a rebrand the portfolio from scratch.

To build *awareness* around the acquisition I worked to rebrand all Exa's collaterals so that PowerFLOW product suite would be featured on Dassault Systèmes website. I archived and analyzed content from the original Exa website and worked with Corporate Marketing to create 40+ new Dassault Systèmes webpages for the 6 integrated products. I updated all technical marketing materials, including product one-pagers in which I worked with product managers and in accordance with 3DS branding guidelines. I uploaded hundreds of documents to an internal repository so that all employees would have access to materials. We posted to Exa's social outlets that the company was acquired and that we would be sunsetting the social outlets and website as the merger was closer to completion.

These marketing collaterals were promoted publicly on the Dassault Systèmes owned media and then *engaged* with by previous Exa customers and new prospective customers browsing online. Anyone online could download the one-pagers and *engage* with the newly 3DS branded PowerFLOW deliverables at his/her convenience. These materials were deployed across the company's digital channels and distributed to global sales teams. Further, I contributed to SIMULIA social media for about 3+ years posting on advances using the PowerFLOW related products. In posting we created awareness around the product and as people liked, shared and commented on posts they engaged with the content. We often included calls to action in our product related social media posts that route back to the website to learn more about the product capabilities and offerings.

4. What platforms or tools have you used for managing marketing campaigns?

- *Milanote & Notion*, Living Fully Fulfilled LLC (my personal startup): Useful for mapping creative strategy, content flow and brainstorming and campaign ideation.

- *Salesforce Marketing Cloud*, Harvard: Managed complex email marketing campaigns, tracked engagement metrics, and supported departmental communication initiatives.
- *Trello*, Harvard: Used to manage agile marketing workflows, organize projects, assign tasks, and maintain visibility across campaigns.
- *GoToWebinar*, Dassault Systèmes: Managed bi-monthly Account Based Marketing webinars.
- *3DEXPERIENCE Platform*, Dassault Systèmes: Streamlined SIMULIA content creation workflows in collaboration with engineers and marketing editing team. Also, most daily operations took place in the platform.
- *Sprinklr*, Dassault Systèmes: Managed global social media publishing and analytics. Scheduled posts, monitored performance, and adjusted campaigns based on engagement data.
- *SmartSheets*, Dassault Systèmes: Used this platform to build out content calendars.
- *Adobe Campaign*, Dassault Systèmes: Used for Account-Based Marketing (ABM) by sending targeted email campaigns to specific user segments and campaign planning.
- *HubSpot*, Dassault Systèmes: Regularly used for accessing free tools and educational resources to stay current on digital marketing trends and best practices.
- *Salesforce CRM*, Comcast: Utilized for team collaboration, lead tracking, and customer management within the business services division.
- *Cision*, AMM Communications: Accessed media contact databases to distribute press releases and support public relations outreach to journalists and local media outlets.

5. Tell me about a time you created marketing collateral with a technical angle.

If we take a closer look at what goes into the creation of a social media post, we can better understand how I created marketing collateral with a technical angle while working at SIMULIA. There was a collaborative process on the 3DEXPERIENCE Platform where any

SIMULIA employee could submit an idea for post promotion. A creative brief with structured questions allowed me, as the social media contributor, to understand what we were looking to promote online. I would then write four customized posts, tailored for each of the major social media platforms.

The content went through an editing and feedback process with the involved engineer or subject matter expert to ensure the writing clearly communicated, in layman's terms, what was taking place in the Multiphysics simulation or technical concept being promoted. There were times when I had to ask follow-up questions or probe deeper to better understand the technical content.

After two or three rounds of edits with the technical contact, a member of the social media team with a background in communications and marketing would review the post for clarity, brand voice, and consistency, then provide additional edits or final approval. The post was then drafted in Sprinklr and scheduled to publish on a specific date.

As shown in my portfolio, I've included a dozen representative posts from the hundreds I wrote during my time at SIMULIA. You can see how each post carries a technical angle but is written in a way that is simple and clear to understand. <https://lydiazamparelli.com/portfolio/#jp-carousel-239>

6. How do you measure the success of a content or outreach campaign? What metrics do you track, and how do you report results?

Success is always measured against campaign goals. While working in social media at SIMULIA, our VP defined our overarching social media KPI's in terms of follower/subscriber growth over time. Ultimately, the reasoning was we were looking to expand our market presence, and we would like to create content that people are interested in following, engaging

with and seeing more of on his/her social feeds. To commit to follower/subscriber growth over time I averaged out our performance over the last 6 months and then projected a similar growth for the next 6 months to a year. This was with existing initiatives, people devoted to the project and daily cadence. If he was willing to devote ad spend or more people to contribute, we would consider the implications of what that could mean for subscriber growth.

The primary KPI metric driving content creation was the follower/subscriber growth. I actually pulled this data by hand and it was manually input in an excel document. I pulled followers/subscribers per month per social outlet as well as that of our competitive set. I pulled all this data manually at the beginning of each month. In Excel, I put together overarching tables and graphs showing change (delta) in subscribers over time.

I managed the social media analytics and built out a Sprinklr Dashboard that covered all engagement (likes, comments, shares) and impression (views) data for our LinkedIn, Facebook, X & Instagram social media outlets. At the click of a few buttons, I could pull complex data pertaining to our social media performance. I pulled two reports with this information, one with screenshots of the dashboard with all overarching information at a glance for each outlet. The second report zoomed in on our posts and showed the top and lowest engaged and impression posts where we analyzed what we did well what we could improve moving forth. I was able to understand many metrics due to the Sprinklr CRM software and able understand how content was received & performing, garnering insights to constantly improve our content to better perform.

Additionally, I pulled a YouTube report monthly, that had extensive automated metrics such as video watch time, subscribers and audience retention. Because YouTube is owned by Google there are extensive free analytics tools readily available to content creators.

Overall, I created four reports per month to monitor and track our social performance over time. I posted each report into the 3DEXPERIENCE Platform so that anyone in the Marketing Department could view this information. If you are interested in seeing some of these reports, I believe may have some available for viewing.

7. Can you share your experience in both marketing and technical writing?

I hold a Bachelor of Science in Marketing Communications from Emerson College, gaining a strong foundation in marketing strategy with a specialized emphasis on writing & presenting marketing plans and communications. I later earned an MBA from the University of Massachusetts Boston, completing it part-time while working at Dassault Systèmes, Harvard University and DOT Volpe. My MBA coursework spanned disciplines of Marketing, Finance, Accounting, IT, and Management, providing an understanding of how each department/silo functions as well as how they all and come together for a thriving business to operate.

Professionally, I've held a range of marketing-oriented roles across top-tier companies and agencies. I began my career with an internship at TBWA\Chiat\Day in Los Angeles contributing to Strategic Planning for the Pepsi '*Live for Now*' campaign and its array of CPG brands as well as planning the 2013 NFL Halftime Show. I then interned at Hill Holliday in Boston also in Strategic Planning on the Dunkin' Donuts America '*Runs on Dunkin*' campaign and Chili's '*More Life Happens Here*' Campaign where I supported consumer research and brand positioning. At AMM Communications, I wrote press releases and supported local PR campaigns for North End restaurants in Boston. I also worked for Grad Guard while in Undergrad, where I marketed an app that offered deals to college with blog posts, SEO optimization and event activation at Boston's Fenway Park.

At Comcast, I contributed to Ad Sales initiatives by developing social media presentations, creating a television and motion picture release calendar, and created marketing materials. I also supported Nike Boston's Run Club activations and contracted with On Board Experiential to help execute a large-scale Nike x Uber event with Kevin Hart, including hosting a media tour at State Street Provisions.

I contracted with WGBH to support Public Relations initiatives for shows like *Arthur*, *Pinkalicious*, *Nova*, and *Poetry in America*. I also contracted with Harvard University, where I wrote nationwide email campaigns to engage alumni about events, news, and services. I contracted at Exa Corporation, where I updated marketing content following its acquisition by Dassault Systèmes and was hired on full time. I then worked for nearly three years in Global Brand Marketing at SIMULIA, followed by about six months in the North American Account Based Marketing team supporting the Aerospace & Defense and Industrial Equipment sales teams.

I've created a wide range of technical writing assets including technical blog posts, promotional emails, webinar talking points, social media posts, one-pagers and brochures for sales collateral, webpage content, writing for IP law compliance and a mix of technical and artistically blended branding documents.

8. Tell me about a time when you contributed to a campaign related to sustainability.

At Dassault Systèmes, the company is centered on sustainability as technology products utilize virtual twin technologies that advance eco-conscious workflows. Within the SIMULIA portfolio of products, engineers can test and optimize virtual prototypes of a physical good which significantly reduces the need for physical prototyping. The virtual nature of the engineering

process minimizes material waste, energy use, and CO₂ emissions from traditional product testing.

I contributed to a variety of promotional materials focused on SIMULIA's simulation capabilities. One campaign in specific that comes to mind, was within the tire manufacturing industry. I supported a webinar titled '*Get a Grip on Tire Performance*' and wrote social media posts to promote the virtual event. The campaign showcased how Tire Manufacturers were able to use multi-physics enabled simulation to optimize tread designs and predict material degradation, without the need for physical testing. Ultimately SIMULIA software was able to improve the tire performance by reducing raw material consumption, extending product lifespan, and ultimately contributing to greener manufacturing processes. The marketing efforts promoted a more sustainable and cost-effective approach to tire development. It was very fulfilling because my marketing efforts advanced business innovation and helped to improve environmental impact.

9. Have you worked on projects that required both strategic planning and hands-on execution?

I have worked on marketing projects that required both strategic planning and hands-on execution. An example would be when I jumped onto the Account Based Marketing team for the NAM geography at Dassault Systèmes. The goal of marketing was to generate warm leads for sales to follow up with in hopes of securing partnerships and monetary contracts. The strategies to accomplish this were to work with each sales team to provide ad-hoc support as well as plan various proactive campaign initiatives that would ultimately generate sales leads. I put all the campaign tactics onto a year long timeline I created in PowerPoint so that the sales teams were aware of upcoming campaign pushes and aware of what the marketing rep was diligently

working on to aid the team in product sales. The campaign tactics included technical webinars geared to customers at specific companies; in person events that Dassault Systèmes representatives would attend such as CES or 3DEXPERIENCE World; email campaigns geared toward targeted accounts; and social media pushes.

After developing a marketing game plan, I was immediately hands on to make each of these initiatives these happen. In examining my hand in the bi-monthly webinars, I actively organized these virtual events internally with sales and R&D to develop a run of show and deliverables needed with specific timelines utilizing Project Management skills. I promoted the events with marketing operations individuals in Adobe Campaign to send at least two email blasts to individuals at specific targeted companies in advance of the Webinar. I wrote and performed the introductory webinar statement as the host and made sure that the GoToWebinar technology operated smoothly for all parties on the day of the actual event. After the event, I followed up with Sales with a list of emails and names that attended the event, so that they could develop relationships with these warm leads. I would then ensure that these webinars were repayable on the 3DS website with web developers. This is one example of how I ideated a plan of action and was hands on in the delivery of a virtual webinar campaign.

My efforts led to strong leads for sales. It was a great sign that the Aerospace & Defense Sales team was able to secure the largest deal to date while I worked with them, with the A&D company Lockheed Martin for \$200 Million. While I ended up leaving this team to focus on my graduate studies to keep my workload manageable; I think I had a positive impact on the organization and felt I learned a lot from my peers and management.

10. What strategies have you used to engage audiences or stakeholders in outreach campaigns?

In outreach campaigns the key is to understand the *audience* to which you are looking to connect. In defining audiences with target audience briefs you can better understand who it is you are targeting in your messaging, which allows you to tailor unique communications to that audience. In my role in social media, it took some time, but we began creating customer profiles for each of the products in the portfolio. We partook in this activity to begin to understand who the users are, where we can find them, understand their pain points and needs.

In outreach campaigns you then you must define a campaign *goal*. What you are looking to accomplish should be measurable over time. In my experience in social media, the goal to of social media outreach was to create brand awareness and engage people online where they spent time, ultimately increasing the brand social pages by 3% month over month for one year.

The next step would be to develop the *strategies* in your outreach campaign. Strategies are positionings that your brand will take to achieve your goals with your specific tactics. Our strategies were that as leaders in the multi-physics simulation space we provided branded original educational content; we were accessible and provided feedback and support as a brand; we were a leader in sustainability; we used social media to connect with audiences.

Our *tactics* were specific deliverables we followed through on that classified under each defined strategy to meet the quantified goal. For example, under ‘we were accessible and provided feedback and support as a brand’, a tactic would be that I responded to every single non-spam comment on the YouTube Channel and interacted with individuals on behalf of the brand; another tactic was that I routed them to the User Group found on the 3DEXperience platform. Typically, you want to have a few tactics per marketing strategy.

11. Describe a situation where you had to communicate complex or technical information to a non-technical audience. How did you approach it?

While working in Marketing at SIMULIA, we wrote and communicated highly technical content in plainest or laconic terms so that the public can understand the technology capabilities and potential. One instance where I had to communicate complex technical information to a non-technical audience, was when I activated two stops on the *Reveal the World* Bus Tour. This in person interactive bus tour stopped at various educational and corporate destinations across the United States, where we invited people into the truck to play with interactive equipment used to display interesting Multiphysics enabled simulations. The stops on the tour I worked on were in Cincinnati, Ohio and Minneapolis, Minnesota.

I brought simulations to life by installing televisions, Z Space devices and a crystal refracting box. I made sure to do my homework in advance to embarking on the journey and read up what the engineers were testing in each of the simulations featured in my station on the truck. In addition, I made sure to understand how the simulation was visually able to show the results of the test and what the results of the test were.

I was able to calmly and collectively talk with people in this brand activation without hesitation. People who ventured into the truck would learn about the advancements that SIMULIA contributed on topics like the human heart, the human brain and a 3D printed aluminum piece to a bicycle. If there were highly technical questions I could not answer, I could refer to one of the engineers who also attended, however, I was well versed in what was taking place and able to handle most interactions on my own.

At the end of each day of the event we carefully put away all the equipment for the next stop on the tour. This was a very fun activation and I'm so happy I was involved and able to introduce SIMULIA's offerings to people at Destinations like 3M, Procter & Gamble (P&G), Purdue University and Johnson & Johnson.