

JOHN SANTANGELO

B2B Growth Marketing Leader

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Summary

Strategic B2B growth marketing builder, experienced in designing and executing demand generation and account-driven GTM that drive measurable business impact. I create and drive growth programs that create and capture demand and are grounded in data, customer research, and proven marketing frameworks. Deep expertise across all areas of growth marketing, from paid search, social, SEO/AEO, to marketing operations. I bring a hands-on, outcomes-focused approach to every opportunity, with fluency in the full-stack of modern marketing tools and AI.

π-Shaped Growth Marketing Profile

Core Growth Marketing Expertise:

Demand generation, account-based marketing (ABM), paid social and search advertising (LinkedIn, Meta, Google, Microsoft), organic search optimization (SEO), answer engine optimization (AEO), multi-channel content strategy and production (landing pages, email, social media, ads, events, sponsorships), campaign optimization and performance analysis.

Strategic Foundation:

Customer and audience research, ICP development, messaging and positioning, competitive analysis, integrated GTM strategies, growth frameworks.

Marketing Operations:

Marketing automation, intent data/signals, lead scoring, lead response management, workflow optimization, data and system integrations, vendor selection and management, AI for analysis, operations, and production.

Marketing Tech Stack:

ahrefs, Clay, Descript, Fibbler, Google Analytics, Google Search Console, Google Tag Manager, HotJar, HubSpot, metadata, Marketo, Profound, RB2B, Salesforce, Screaming Frog, WordPress, and Zapier.

Experience

Atrium

Senior Director Digital Marketing

10/2023 - Present

- Created and implemented the company's first true ABM and demand generation frameworks and campaigns, resulting in 42% SQL growth and 35% increase in high-intent (hand-raiser) leads YoY.
- Implemented a hybrid measurement framework (qualitative and quantitative data) to track marketing program impact on pipeline.
- Launched and regularly update new employee advocacy platform to better enable the entire company to share Atrium content and messaging across individual's social media networks, increasing branded-content impressions on LinkedIn by 51% YoY.
- Uses AI to accelerate research, analysis, operations, and production (Apify, ChatGPT/Claude, Clay/Claygent, Descript, PhantomBuster, VEED).

Object Edge

Director of Demand Generation

01/2023 - 10/2023

- Increased pipeline by 26% YoY through strategic development and execution of ABM programs at this Data, Digital Commerce & CPQ consultancy, running 1:1, 1:Few, and 1:Many campaigns that were driven through paid social, email, webinars, and intimate in-person and virtual events.

Wrike

Demand Generation Manager

05/2022 - 12/2022

- Developed multichannel B2B marketing programs to capture demand and accelerate buying cycles for this \$200M+ project management SaaS, focusing on enterprise professional services accounts.
- Optimized campaign performance through continuous testing and data analysis.

ClearEdge Marketing

Head of Digital Marketing

08/2020 - 11/2021

- Built the fastest growing and most profitable practice within this talent & HR tech marketing agency by leading digital marketing strategy and serving as SME on sales and discovery calls.
- Directed and executed SEO, advertising, email marketing, and strategy programs for clients.
- Mentored team members while establishing standardized processes and best practices.

Experience

The Adecco Group

VP Digital Marketing

08/2013 - 01/2020

Over a nearly 12-year tenure at the Adecco Group, I created and led the digital and content marketing shared services teams for the North American market within the Fortune Global 500, developing scalable strategies across multiple business units. Accomplishments included:

- During a marketing automation platform transition, I led a reboot of the B2B marketing strategy in collaboration with enterprise sales to improve overall collaboration, lead routing, lead response management, and performance.
- Developed multichannel campaigns that consistently generated sales pipeline through email, search, content marketing, advertising, and partnership initiatives.
- Developed social media and search advertising strategies that consistently outperformed previously outsourced efforts.
- Co-developed a skunkworks analytics tool and reporting framework that demonstrated the effectiveness of marketing programs through revenue, allowing for a \$1M savings in advertising with no negative impact on pipeline performance.

The Adecco Group

Director Of Digital Marketing

2011 - 2013

Promoted

The Adecco Group

Digital Marketing Manager

2010 - 2011

Promoted

MPS Group Inc.

Internet Marketing Manager

2008 - 2010

Acquired by The Adecco Group.

First Coast Service Options Inc.

Project Analyst

2007 - 2008

Project lead on all website initiatives, with a focus on increasing customer satisfaction scores using *voice of the customer* tools.

CERTIFICATIONS

HubSpot Marketing Hub Software — [HubSpot Academy](#).

HubSpot Revenue Operations — [HubSpot Academy](#).

LinkedIn Certified Marketing Insider — [LinkedIn Marketing Labs](#)

Certified Marketer CM1 — [General Assembly](#).

Education

Roger Williams University

Bristol, RI

Bachelor of Science in Computer Information Systems