

John Santangelo

Growth Marketing Leader — Demand Generation · ABM · Marketing Operations · GTM Engineering

904-252-7335 · johnsantangelo@gmail.com · Jacksonville, FL · linkedin.com/in/johnsantangelo · johnsantangelo.xyz

SUMMARY

B2B growth marketing leader with 15+ years of experience. After a decade building a digital marketing function from scratch inside a Fortune Global 500, I deliberately moved toward smaller, faster-moving environments where I could drive more impactful growth, from strategy through execution, and build things that didn't exist yet. I create or improve demand generation engines, ABM programs, and marketing operations where little or none existed, then scale them into measurable pipeline contributors. Hands-on across modern growth strategy, marketing stack, and AI.

HIGHLIGHTS

- **42% SQL growth and 35% more high-intent leads YoY** — built Atrium's first ABM and demand generation programs from scratch.
- **26% pipeline growth in under 10 months** at Object Edge through tiered ABM (1:1, 1:Few, 1:Many).
- **\$1M in advertising spend eliminated with zero pipeline impact** via a revenue attribution framework at a Fortune Global 500.
- **Automated lead generation pipeline built end to end** (Apify > Clay > Google Cloud > Bullhorn), delivering qualified, deduped leads to sales daily.

EXPERIENCE

Atrium — Senior Director, Digital Marketing

10/2023 – Present

Staffing & contingent workforce management · ~\$500M revenue · New York, NY

- **Built the company's first ABM and demand generation programs from the ground up**, designing account-driven campaigns across paid social, email, and content that produced 42% SQL growth and a 35% increase in high-intent leads YoY.
- **Developed a hybrid measurement framework** combining qualitative and quantitative signals to demonstrate marketing's pipeline contribution to executive leadership — bridging a gap where no attribution previously existed.
- **Launched an employee advocacy platform** enabling company-wide content amplification across social networks, increasing branded-content impressions on LinkedIn by 51% YoY.
- **Built an automated “job ad chaser” lead pipeline** for the staffing division. Scrapes new job postings from Indeed and LinkedIn via Apify, runs them through Clay to filter, classify, and enrich each job with company data and hiring contact details, and a scheduled Google Cloud (Cloud Run) job pushes the qualified leads into Bullhorn ATS and Lemlist daily — deduping and auto-assigning them to salespeople.

Object Edge — Director of Demand Generation

01/2023 – 10/2023

Digital commerce, CPQ & data consultancy · <\$50M revenue · Walnut Creek, CA

- **Grew pipeline 26% YoY in under 10 months** by designing and executing tiered ABM programs (1:1, 1:Few, 1:Many) through paid social, email, webinars, and intimate executive events.
- Collaborated with sales to build account targeting criteria and launch signal-based outreach workflows that shortened time-to-engagement for priority accounts.

Wrike — Demand Generation Manager

05/2022 – 12/2022

Project management SaaS · ~\$200M revenue · PE-owned · San Diego, CA

- Developed and optimized multichannel B2B campaigns targeting enterprise professional services accounts, focused on accelerating buying cycles through coordinated paid, email, and content programs.

ClearEdge Marketing — Head of Digital Marketing

08/2020 – 11/2021

Marketing agency · talent & HR tech (AMS, Beeline, WorkLLama) · <\$50M revenue · Chicago, IL

- **Built the agency's fastest-growing and most profitable practice**, leading digital marketing strategy for staffing and HR tech clients and serving as subject matter expert on sales calls and new business pitches.
- Directed SEO, paid advertising, email marketing, and content strategy programs across a portfolio of talent acquisition and HR technology clients.
- Mentored junior team members and established standardized processes, playbooks, and reporting frameworks that improved delivery consistency and client retention.

The Adecco Group North America — Digital Marketing (four roles)

05/2008 – 01/2020

Staffing, contingent workforce management & VMS · Fortune Global 500 · Jacksonville, FL

- VP, Digital and Inbound Marketing · 08/2013 – 01/2020
- Director of Digital Marketing · 03/2011 – 08/2013
- Digital Marketing Manager · 07/2010 – 03/2011
- Internet Marketing Manager · 05/2008 – 07/2010
- **Created the digital marketing team from scratch** over a nearly 12-year tenure (four promotions), hiring across SEO, analytics, and content disciplines and building a group known internally for innovation and proactive strategy.
- **Co-developed a skunkworks analytics framework** that tied marketing programs directly to revenue for the first time, enabling a \$1M reduction in advertising spend with zero negative impact on sales pipeline.
- **Led a full reboot of B2B marketing strategy** during a marketing automation platform transition, partnering with enterprise sales to redesign lead response management, implement SLAs, and improve marketing/sales collaboration.
- Developed multichannel campaigns across email, search, content marketing, and advertising that consistently outperformed previously outsourced agency efforts and became a reliable pipeline contributor.
- Managed cross-business-unit marketing programs for the various portfolio brands, scaling strategies across multiple business lines.

First Coast Service Options — Project Analyst

01/2007 – 05/2008

Medicare administrative contractor · Jacksonville, FL

- Led website initiatives with a focus on increasing customer satisfaction scores using voice-of-the-customer research and usability improvements.

SKILLS

Growth Marketing: demand generation · account-based marketing (ABM) / account-driven GTM · paid social & search (LinkedIn, Meta, Google, Microsoft/Bing) · SEO · answer engine optimization (AEO) · multi-channel content (landing pages, email, social, ads, events, sponsorships) · campaign optimization & performance analysis

Strategy: customer & audience research · ICP development · messaging · positioning · competitive analysis · integrated GTM strategies · growth frameworks

Marketing Operations: marketing automation · account- & contact-level intent · lead response management · workflow optimization · data & system integrations · vendor selection & management · AI for analysis, operations & production

Martech: ahrefs · Claude · Clay · Descript · Fibbler · Google Analytics · Google Search Console · Google Tag Manager · HotJar · HubSpot · Imlist · Marketo · n8n · Profound · Salesforce · Screaming Frog · Vector · WordPress

Industries: staffing and recruiting · contingent workforce management · HR technology · VMS/MSP · B2B professional services · SaaS · digital commerce

EDUCATION & CERTIFICATIONS

HubSpot Academy: Marketing Hub Software · Revenue Operations

LinkedIn Marketing Labs: Certified Marketing Insider · Content and Creative Design · Marketing Fundamentals · Marketing Strategy

General Assembly: Certified Marketer CM1

Roger Williams University: B.S., Computer Information Systems