

SUMMARY

15+ years building B2B demand generation, ABM, and digital growth programs where little or none existed. Full-stack across strategy and execution, with deep technical fluency in the systems underneath marketing: operations, data, attribution, integrations, and AI-enabled automation. Customer research and business results data drive prioritization, with a focus on programs that produce pipeline, not random acts of marketing.

After a decade building a digital marketing function inside a Fortune Global 500, I deliberately shifted toward more nimble environments where I could stay close to both strategy and execution and drive impact faster.

HIGHLIGHTS

- **42% SQL growth and 35% more high-intent leads YoY** after building 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 job-ad lead engine, built end to end** (Apify > Clay > Google Cloud Run > Bullhorn), delivering relevant, enriched, deduped leads to staffing sales daily, directly in their ATS/CRM.
- **AI-enabled marketing workflows built in Claude Code**, turning audits, reporting, and campaign optimization into repeatable scheduled and on-demand runs across Profound, Ahrefs, LinkedIn Ads, Google Search Console, Google Ads, HubSpot, and more.

EXPERIENCE

Atrium – Senior Director, Digital Marketing

10/2023 – Present

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

- **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 where no attribution previously existed.
- **Launched an employee advocacy platform** enabling company-wide content amplification across social networks and increasing branded-content impressions on LinkedIn by 51% YoY.
- **Built an automated job-ad lead engine** using Apify, Clay, Google Cloud Run, Bullhorn, and Lemlist, delivering qualified, enriched, deduped leads to sales daily with automated routing.
- **Built AI-enabled marketing workflows in Claude Code**, turning audits, reporting, and campaign optimization into repeatable, versioned, on-demand runs across Profound, Ahrefs, LinkedIn Ads, and Google Ads.

Object Edge – Director of Demand Generation

01/2023 – 10/2023

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

- **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 (remote)

- 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 (remote)

- **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, Inbound and Digital 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 and led North America's digital and content marketing shared-services teams** over a nearly 12-year tenure and four promotions, building in-house capabilities across SEO, analytics, content, automation, and demand generation.
- **Co-developed the company's first revenue attribution framework**, tying marketing programs directly to revenue and 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 and scaled multichannel campaigns across multiple portfolio brands**, outperforming previously outsourced agency efforts and becoming a reliable pipeline contributor.

Earlier Experience: First Coast Service Options · Project Analyst · 01/2007 – 05/2008

SKILLS

Growth & GTM: demand generation · ABM / account-driven GTM · ICP development · customer research · positioning & messaging · integrated campaigns · paid social & search (LinkedIn, Google, Microsoft, Meta, Reddit) · SEO/AEO · email · content · executive events

Marketing Operations: marketing automation · intent signals · lead response management · attribution & measurement · workflow optimization · data & system integrations · enrichment · AI-enabled operations

Martech: HubSpot · Salesforce · Marketo · Clay · Apify · Zapier · Claude Code · Profound · Ahrefs · Screaming Frog · Google Analytics · GTM · GSC · Google Cloud Run

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

EDUCATION & CERTIFICATIONS

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

Certifications: HubSpot Marketing Hub Software & Revenue Operations · LinkedIn Certified Marketing Insider & Marketing Strategy · Google Ads Search · General Assembly Certified Marketer CM1