

Areas of Expertise

- Marketing Leadership & Strategy
- Email & Account Based Marketing
- SaaS, Dev tools, Cybersecurity
- Global Demand Generation
- Lead Generation, Growth Hacking
- B2B, B2C, SEO, Branding, Events
- Digital and Field Marketing
- Market Research & Analytics
- Risk & Performance Management

Professional Experience

Invicti Security, Remote July 2024 – Present

Senior Director Demand Generation

- **Direct a high-performing revenue marketing organization**, overseeing SEO, web, design, customer marketing, and strategic programs including ABM, outbound, events, content, and channel marketing.
- **27% YoY growth in opportunities and pipeline** through data-driven programs and stronger marketing-sales alignment.
- **Spearhead full-funnel demand generation strategy** across digital, SEO, paid acquisition, driving pipeline growth tied to revenue

Terminus Capital Partners, Remote March 2023 – May 2024

Vice President of Marketing

- Build data driven marketing strategy including Branding, Demand Generation, ABM, Digital Marketing, Field Marketing,
- **Exceeded pipeline goals by 110%** while staying **20%** under budget.
- **Increased new account engagement by 200%** through the strategic utilization of ABM & 6sense.
- **Enhanced the customer journey** by optimizing conversion pages and implementing user experience improvements, leading to a **25%** increase in website conversion rate.

Socure, Remote October 2021 – March 2023

Director of Demand Generation

- **Established a robust demand generation program from scratch**, involving budget and playbook development, with a focus on paid ads, social advertising, directories, email, Account Based Marketing through 6sense and SEO.
- **Achieved 182% qualified sales opportunities** while also enhancing lead quality by a staggering **400%**.
- With external SDR team create and execute on Outbound, ABM, and inbound programs to drive meetings and opportunities

Visage.jobs, Remote June 2021 – October 2021

Director of Demand Generation

- **Architected and orchestrated a global marketing strategy** encompassing both inbound and outbound marketing initiatives including PR and analyst relations propelling pipeline growth and acceleration. Manage internal SDR teams, external vendors and referral partners
- **Spearheaded the development and execution of a multi-channel demand generation strategy**, integrating paid advertising, email marketing, and content marketing to attract qualified leads.
- **Own demand objectives across the marketing funnel** – Inquiry to SQL – track and optimize performance at each stage in the funnel, use attribution to create a predictable demand generation engine and optimize to ensure CAC is in line with ROI goals

Easy Pay Direct, Remote December 2020 – June 2021

Director of Marketing

- **Architected a marketing program from scratch**, encompassing brand identity, messaging, content strategy, targeted accounts (ABM), SEO, events, paid advertising, and CRM/marketing automation integration.
- **Delivered 20% increase in website traffic** and **118%** growth in weekly applicant applications.
- **Empowered the sales team by developing comprehensive sales enablement resources**
- Established department budget, hiring plans and KPI reporting structure to track ROI of marketing programs and iterate

Aurea Software, Remote May 2018 – December 2020

Director of Demand Generation

- **Consistently achieved or exceeded acquisition goals**, maintaining best-in-class CPL and CAC metrics. Instrumental in driving a **200%** revenue increase while simultaneously reducing CPL by **50%**.
- **Authored and continuously refined a comprehensive demand generation playbook**
- Hire and mentor 2 employees managing specific channels. Evaluate, select and manage external agencies

Healthlabs.com, Houston, TX December 2016 – May 2018

Marketing Lead & Director of PPC

- **Drove top-line revenue growth** for 5 brands across diverse industries (medical e-commerce, B2C, and B2B SaaS) through strategic digital initiatives.
- **Oversaw the entire paid media spectrum**, including paid search, paid social, email marketing, programmatic display, and affiliate.
- **Championed cross-functional collaboration** ensuring seamless link between sales, design, development, and customer support teams.
- Managed team of 6. Enabled data-driven decision making through the creation of interactive data visualization dashboards for internal use.

Wide Web Marketing, Lafayette, LA September 2014 – November 2016

Online Marketing Manager

- **Spearheaded digital marketing campaigns across various industries** like Legal, SaaS, B2B, E-commerce, and B2C for both large and small businesses.
- **Developed and governed comprehensive PPC and SEO campaigns**
- **Supervised and trained 3 employees. Managed work of 3 outsourced contractors**

Education

University of Louisiana at Lafayette

Degree Obtained: 2014

Bachelor of Science in Business Administration, Marketing Major

GPA: 3.79

Intern: Fluent Group (Microsoft Partner) – Windows Rep September 2013

Kappa Xi Delta Sigma Pi Director of Marketing December 2013

Technologies and Certifications

Technologies: Salesforce, Outreach, Gong, Marketo, Wordpress, Hubspot, 6sense, Google Search Console, Adobe Creative Suite, Google Ads, DV360, SEMRush, Asana, LinkedIn Ads, Salesloft, Facebook Business Manager, Hotjar, VWO, Mutiny, Trendemon

Certifications: Fundamentals of Next-Gen Marketing 6sense • Account-Based Experience (ABX) Certification Demandbase •

Inbound Marketing Certified- HubSpot • Google Ads Certified