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MARKETING EXECUTIVE / PRINCIPAL CONSULTANT

Revenue-focused B2B & SaaS marketing leader connecting marketing strategy to pipeline and sales growth

B2B Technology Marketing Leader who builds revenue engines, not just marketing campaigns. Brings rare combination of product marketing depth, demand generation expertise, and firsthand sales execution to organizations where marketing is critical to advancing sales pipelines. Offers career spanning high-growth startups to established technology brands, translating directly into faster GTM cycles, stronger positioning, and measurable deal impact. Holds MBA in Product Management, sharpening commercial instincts balanced with hands-on quota ownership, providing unique understanding of revenue drivers.

- **Delivered 283% revenue growth as first Marketing Director at BreachLock**, scaling organization from \$1.8M to \$6.9M within first year through integrated GTM strategy, website overhaul, and full-funnel content programs.
 - **Enabled 5X ARR growth at Critical Insight**, scaling organization from \$1M to \$6M over 3.5 years through aligned content, SEO, email, and channel marketing strategy that generated \$2.3M in attributable revenue.
 - **Led global product marketing initiatives at FIDO Alliance**, driving 430% organic traffic growth and 120% SQL increase across multiple product launches while increasing targeted lead generation by 20%.
- Product Marketing
 - GTM Strategy
 - Content Development
 - Partner Channel Marketing
 - Integrated Digital Marketing
 - AI Strategy and Implementation
 - Sales Enablement
 - Brand Positioning
 - Executive Leadership

PROFESSIONAL EXPERIENCE

GoMaxPro | Phoenix, AZ

March 2026 – Present

Growth marketing agency delivering revenue-driven websites for B2B and B2C clients.

DIRECTOR OF MARKETING: Lead end-to-end marketing strategy, including SEM, content, website optimization, and growth marketing initiatives. Drive pipeline development, partner alliances, and AI-powered marketing operations while managing a distributed content team.

- Manage a \$1M book of business, including \$250K in new clients and \$500K in retained accounts, contributing to \$3.5M+ in client revenue through conversion-focused websites in collaboration with Stratasmith.
- Manage \$1.2M in PPC while accelerating SEO/GAO performance and content velocity through a 6-person team.
- Implement AI marketing and CRM workflows with strategic partnerships to expand pipeline and service offerings.

GigaOm | Santa Barbara, CA

April 2025 – February 2026

Analyst research firm serving cybersecurity and enterprise technology markets.

ACCOUNT EXECUTIVE: Managed revenue and strategic marketing impact across portfolio of 300+ enterprise, mid-market, and startup cybersecurity accounts. Leveraged AI tools to qualify customers, customize outreach, and build sales pipeline. Advised customers on analyst research to maximize competitive intelligence.

- Built centralized content library of 2K+ assets, (analyst reprints, battlecards, competitive positioning, case studies, and buyer-intent-aligned content), supporting end-to-end sales enablement.
- Grew multi-year contract value 37% YoY and reduced average deal cycle by 18 days while managing 300+ accounts.
- Advised on GTM strategy, employee advocacy, and analyst visibility while developing partner channel program.
- Closed \$1.1M in net-new revenue and managed \$4M+ qualified pipeline; ranked #1 AE for 3 of 6 active selling months.

FIDO Alliance | Beaverton, OR

April 2024 – March 2025

Open standards organization driving passwordless authentication adoption across global enterprise market.

DIRECTOR OF MARKETING: Led team of 4 direct reports plus website and PR vendors to amplify FIDO's mission through strategic campaigns, product launches, and partner collaboration.

- Launched Passkey Central and FIDO Face Verification Certification products, generating 25 new #1-ranked keywords, 430% increase in organic traffic, and 120% growth in SQLs.
- Revamped Authenticate 2024 conference website, driving 10% registration increase, 15% YoY traffic growth, 250% follower growth, and 1,200% increase in event engagement.
- Directed 6-month competitive market research initiative using SEMrush and Google Analytics, informing campaign strategy across 3 product launches and driving 20% increase in targeted lead generation.
- Managed video production, social media, and 10 on-site contractors at Authenticate 2024, delivering real-time and post-event content across all channels.

BreachLock | New York, NY

September 2022 – September 2023

*Multimillion-dollar international penetration testing as a service (PTaaS) company.***DIRECTOR OF MARKETING:** Recruited as first Marketing Leader for organization, providing strategies to fuel revenue, address brand messaging, and improve content development. Led team of marketing professionals and overall brand strategy and campaigns.

- Orchestrated end-to-end delivery of 2023 Penetration Testing Intelligence Report; generated positive initial campaign results, including 28% increase in website traffic, 15% in net new leads, and improvement in customer renewal rates.
- Revamped company website and branded content, leading to 25% increase in traffic, 320% growth in impressions, 5-point improvement in average search position, 500% increase in ranked keywords, 53% boost in organic conversions, 67% rise in PPC-attributed conversions, 47% decrease in CPC, and aligned stakeholder efforts with ideal customer profiles.

Orca Security | Portland, OR

March 2022 – September 2022

*Cloud security start-up company with \$20M in annual revenue.***SENIOR CONTENT MARKETING MANAGER:** Managed team of 5; developed and executed global content marketing strategy to drive awareness, demand, and leads for organization. Led content marketing strategy, creating engaging content with highly targeted SEO embedded, and leveraged analytics to improve demand generation. Supported M&A activities, impacting customer base and ARR.

- Increased attributable MQLs by 300% and SQLs by 150% from 2021 to 2022 by leveraging successful demand generation strategy focused on SEM, social media, and content marketing to drive conversions.
- Grew website traffic from 2021 by 70% leveraging SEO enhancement, content, and product marketing strategies.
- Drove brand visibility through increase in ranked keywords by 13% and 140% increase in backlinks from 2021 to 2022, enabling traffic and sales increases.

Deepwatch | Tampa, FL

March 2021 – March 2022

*Leading managed detection and response service provider.***CONTENT MARKETING MANAGER:** Directed 5-person team and developed and executed content marketing strategy, partnering cross-functionally. Engaged with SEO agencies and vendors to optimize content.

- Spearheaded real-time global incident response to Log4j malware attacks by developing clear customer action plans and partnering with Threat Research to translate technical insights into high-impact content for rapid distribution.
- Generated \$1.7M in attributable revenue and increased website traffic by 450% through close alignment with sales and a revamped, persona-driven content strategy.
- Led AWS Marketplace initiatives, supporting achievement of AWS Security Competency and participation in the first MSSP cohort through cross-functional collaboration.

Critical Insight | Seattle, WA

September 2017 – March 2021

*Managed detection and response cybersecurity services start-up.***CONTENT STRATEGIST:** Managed development and delivery of content marketing strategy across all channels, including content marketing, SEO, PPC, social media, email marketing, and channel marketing.

- Supported CIRQ product launch generating 1.5K leads and revenue growth.
- Increased traffic 310% and built email channel driving \$4.7M in opportunities and \$2.3M in revenue.

CBT Nuggets | Eugene, OR

2016 – 2017

*Global online IT training organization.***EMAIL MARKETING MANAGER:** Developed and guided email marketing strategies aligned with company's overall marketing and sales objectives. Delivered end-to-end CRM platform migration from HubSpot to Pardot, managing scope of projects and external agency resources; migrated 200+ web pages to preserve SEO, 100K emails, and 50+ evergreen email marketing campaigns.**Stratasmith** | Seattle, WA

2021 – Present

PRINCIPAL CONSULTANT: Lead product marketing, SEO content strategy, SEM, and growth marketing for B2B and SaaS clients. Built a \$1M book of business (\$250K new, \$500K retained), driving \$3.5M+ in client revenue and managing \$1.2M in PPC spend. Deliver GTM strategy, demand generation, and AI/CRM operations while supporting partners including GoMaxPro and nez&pez.

EDUCATION & PROFESSIONAL DEVELOPMENT**MBA in Product Management** (Summa Cum Laude, 4.0 GPA) – 2025 • Colorado State University Global**BA in Journalism & Advertising** • University of Minnesota Twin Cities**SEM Certification** • Central Washington University | **Google Analytics 4, AdWords, and AI Certifications**