

# Randall Byrd

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STRATEGIC MARKETING & SALES DEV | VERTICAL MARKETS | LEAD GEN & ABM | DIGITAL CAMPAIGNS | DEMAND GEN

**Strategic Marketing and Sales Leader** with over two decades of experience as a skilled marketing strategist with practical experience in vertical marketing initiatives, data-driven lead generation, enterprise technology sales and AI-enhanced development, and a deep understanding of digital marketing, demand generation and sales enablement.

## Experience Profile

- **Launched vertical marketing programs**, integrating digital strategies and delivering targeted lead generation campaigns.
- **Developed customer acquisition strategies**, including ABM for high-value clients to increase market share and brand visibility.
- **Directed multi-channel marketing campaigns**, optimizing performance across diverse marketing platforms.
- **Achieved enterprise technology sales success**, in diverse industries: IT/Data Center, Telecom, Manufacturing, Printing, OEM

## Skills and Capabilities

Digital Sales Marketing Strategies  
Market TAM/SAM Analysis  
Digital Campaign Management  
Demand Generation Programs

Enterprise Technology Sales  
Data-Driven Marketing Plans  
Account-Based Marketing  
Generative AI Solutions

SEO and Website Development  
Consultive Sales Needs Analysis  
Vendor & Partner Management  
International Remote Teams

## **Strategic Marketing Consultant** FEAREAN ENTERPRISES | Arvada, CO (remote office) | 3/2024 - Present

Independent consultant, developing digital marketing strategies, designing tactical lead acquisition components, and guiding account-based management strategy for clients in diverse industries. AI automation and business process analysis. AI training.

- **Lead Generation Programs:** Development of digital marketing programs for lead generation including offshore Business Development Representatives (BDR), tactical SEO strategies, Generative AI email campaigns, social media automation and content development.
- **Leveraging AI Platforms:** Applying Gemini, ChatGPT, Claude, Perplexity and automation tools Zapier and Make.com. Actively exploring advanced AI applications and identifying specialized AI solutions that enhance sales, marketing, and business efficiency.
- **AI Automation:** Utilizing AI stacking methods to create bespoke business automations that streamline operations. Implementation strategies for reorganizing and humanizing the customer experience (CX) journey with supporting AI applications.

## **Vertical Marketing Programs Strategist** INKCUPS NOW | Arvada, CO (remote office) | 1/2023 - 3/2024

Development and execution of targeted vertical marketing campaigns for specific industry segments. Created a strategy and plan of action for each vertical, designing multi-channel campaigns to drive brand awareness, generate qualified leads, and secure key accounts.

- **Vertical Marketing Strategies:** Creating brand awareness and new revenue growth through focused targeting of key prospects and industry vertical companies. Evaluating total addressable (TAM) and serviceable addressable (SAM) markets.
- **Market Research for Digital Campaigns:** Conducting in-depth market research for each industry vertical, building extensive prospect databases and defining ideal customer profiles.
- **Leveraged the AI Application Stack:** Using ChatGPT, Gemini, Claude, Perplexity and other leading AI apps to develop program content.
- **Targeted Email Nurtures:** Developing multi-stage email campaigns segmented by audience, crafting engaging content with clear CTAs.
- **Content Marketing for Vertical Campaigns:** Developing targeted messaging, email copy, and social media content to drive brand awareness. Crafting webinars and authoring thought leadership content (ROI white paper for brands).
- **Optimized Campaign Performance:** Utilizing marketing automation (Marketo, Salesforce CRM) to manage campaigns, track KPIs with dashboards, and generate reports for data-driven campaign optimization.
- **Team Collaboration:** Engaging with the corporate Marketing Director and department on program integration, applications and active management of all functional campaign components.
- **Delivered Performance Insights:** Held actionable campaign insight meetings for C-level executives and private equity stakeholders.
- **Results:** Successful engagement with 3 global accounts. Industry awareness of the Inkcups brand in 3 key new market verticals.

## **Lead Development Specialist** KORNIT DIGITAL | Arvada, CO (remote office) | 3/2021 - 12/2022

Sales development for Kornit North America's Western Territory (US and Canada) including inside sales programs, lead generation and discovery, lead development programs and direct territory sales management.

- **Inside Sales Development:** Leader for the North American inside sales team. Performing initial sales contact and opportunity qualification for all marketing generated leads in the Western US and Canada.
- **Lead Management & Discovery:** Ownership of the inbound lead lifecycle. Engagement through Zoom discovery calls, solutions presentations and conversations with c-level executives and stakeholders.
- **Sales Operations Analysis:** Self-directed evaluation of Kornit North America sales operations to promote understanding of potential areas of efficiency and lead generation lifecycle improvements.
- **Reporting and KPI Management:** Creating ad-hoc Salesforce reports, dashboards and data analytics for contextual sales insights of current and future sales and marketing campaigns. Partnered with the Marketing Director to address corporate KPI directives.
- **Collaborative Lead Gen Strategies:** Collaborated with the international corporate Demand Generation team and external Google PPC agency, helping refine lead generation and ensure proper target market definition.
- **Elevating Partner Management:** Oversight of the subcontractor relationship with the Boxpilot call center partner. Optimizing database analysis, target list databases, lead qualification process and development, ensuring success from this strategic program component.
- **Direct Sales:** Equipment and software sales to mid-market businesses. Closed \$2.1M equipment sale to US promotional company.
- **Results:** Identified and developed 25 new opportunities per quarter. Advanced the lead generation program for North America.

## **National Sales Representative** MELCO INTERNATIONAL | Westminster, CO (hybrid office) | 2/2017 - 3/2021

US regional sales for OEM embroidery systems, software and complimentary direct-to-garment DTG printing equipment.

- **Territory Management and CRM:** Utilized Salesforce CRM to manage all customer engagement processes and communications. Focused on specific territories and generated reports utilized in cold calling campaigns.
- **Customer Prospecting and Engagement:** Executed prospecting strategies to identify new business opportunities, conducting discovery calls and solution presentations tailored to customer needs.
- **In-Person Demonstrations:** Conducted in-person equipment demonstrations for potential clients, showcasing the functionality and advantages of every printing solution. Engendered trust in myself and Melco.
- **Strategic Consulting & ROI Analysis:** Provided consultative support to potential customers, offering insights on business strategy and ROI analysis. Helping identify suitable printing equipment and the potential return on investment.
- **Industry Representation & Expertise:** Represented the company at industry trade shows and engaging with potential customers. Presented on DTG printing advancements, solidifying Melco's industry leadership.
- **Results:** Exceeded annual sales quotas (total revenue and units) for embroidery machines, printing equipment and software packages.

## **Owner / President** STAR GRAPHIC SUPPLIES · Arvada, CO (home office) · 2/2013 - 7/2024

E-commerce wholesale distribution business selling to the commercial offset printing industry. A 100% drop-ship model utilizing a sophisticated website store, offering a wide range of printing supplies and products to clients nationwide.

- **Digital Sales & E-Commerce Strategy:** Developed a top-ranking website achieving organic search success on Google. Utilized SEO optimization, keyword analysis, and competitor research to target high-margin products within specific industry segments.
- **Multi-Channel Marketing Growth:** Designed multi-channel marketing campaigns that significantly increased brand visibility and customer acquisition. Leveraged website analytics, PPC advertising, social media marketing, and email content strategies.
- **Data-Driven Strategic Planning:** Conducted market research, competitor analysis, and SWOT analysis to identify growth opportunities, define actionable goals, and guide successful company initiatives for long-term success.
- **Financial Management:** Leveraged in-depth financial analysis (P&L, AR/AP, cost optimization) to optimize cash flow, identify growth opportunities, and ensure the company's financial health.
- **Leadership & High-Performing Team:** Managed a 4-employee team through goal-oriented leadership. Fostered a collaborative work environment, ensuring a positive and productive atmosphere. Warehouse and business office in Arvada, CO from 2013 to 2018.

## **Education**

- **Master of Business Administration (MBA), E-Commerce Management** | University of Phoenix Denver, CO
- **Bachelor of Science (BS), Industrial Technology** | Iowa State University Ames, IA