

Randall Byrd

Strategic Marketing Specialist

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As an accomplished Strategic Marketing Specialist, I bring practical experience in creating and implementing vertical marketing initiatives. My skill set encompasses marketing campaign planning and development, market penetration analysis, customer acquisition strategies and omni-channel campaign management. Focused on data-driven marketing and account-based management, I deliver targeted lead generation programs that yield measurable results. With proficiency in applying generative AI applications, I consistently drive innovation and growth in all marketing efforts.

Vertical Marketing Strategies
Market Penetration Analysis
Email Campaign Management
Demand Generation Programs

Generative AI Applications
Data-Driven Marketing Plans
Account-Based Marketing Strategies
Business Process Analysis

SEO and Website Analysis
Technology Sales Enablement
Vendor & Partner Management
Remote Team Engagements

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

Independent consultant, developing vertical marketing strategies, designing tactical lead acquisition components, and implementing account-based management programs for clients in diverse industries. Conducting AI automation for business process analysis.

- **Lead Generation Programs:** Management of client marketing programs for lead generation including outsourced Sales Development Representatives, advanced SEO strategies, Gen AI email campaigns, social media automation and content development.
- **Leveraging AI Platforms:** Utilizing Gemini, ChatGPT, Claude and automation tools Zapier and Make.com. Actively exploring advanced AI applications and identifying and implementing specialized AI solutions that enhance sales, marketing, and business efficiency.
- **Applying Generative AI Systems:** Utilizing large language model service providers for hyper-personalization of cold email campaigns.
- **AI Automation:** Implementation design for customer experience (CX) journeys and utilizing AI stacking to create bespoke business process automations that streamline operations.

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 Vertical Campaigns:** Conducting in-depth market research for each vertical, building extensive prospect databases and defining ideal customer profiles.
- **Leveraged the AI Application Stack:** Using ChatGPT, Gemini, Claude and other leading AI platforms to develop program content.
- **Targeted Email Nurtures:** Developing multi-stage email campaigns segmented by audience, crafting engaging content with clear CTAs. Personalizing the customer journey based on interactions to maximize campaign effectiveness.
- **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 drinkware 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 and creation of over two dozen new business opportunities. Recognition and industry awareness for the Inkcups brand in 3 key new market verticals (promotional bags, drinkware brands, apparel decorators).

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.
- **Results:** Identified and developed 25 new opportunities per quarter (ave). 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.
- **Creating Educational Content:** Assisted with webinars and YouTube video creation, educating potential customers about the capabilities and benefits of Melco printing equipment.
- **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 product distribution business that caters to the commercial offset printing industry. A 100% drop-ship model utilizing an automated website storefront, offering a wide range of printing supplies and products to clients nationwide.

- **Website & SEO Expertise:** 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 Analysis:** 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
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