

LESLIE A. KUYKENDALL

EXPERIENCED B2B MARKETER



Georgetown, TX



(737) 775-8455



leslie@austindigitalmarketer.com



LinkedIn.com/in/lesliekuykendall

EDUCATION

BACHELOR OF SCIENCE DEGREE
Stephen F. Austin State University
Nacogdoches, TX
Cum Laude Graduate
The Pine Log Editor

CORE COMPETENCIES

Demand Generation
Lead Generation
Integrated Marketing
Account-Based Marketing (ABM)
Email Marketing
Lifecycle Marketing
Targeting & Segmentation
Campaign & Program Management
Marketing Project Management
User Acquisition
Retention/Customer Experience
Advertising & Media
Writing/Editing
Content Management
Content Creation & Production
Copy Writing & Editing
B2B
SaaS
Social Media Strategy & Content
SEO/SEM
Agency & Vendor Management
Team Leadership
Design Support
Basic HTML
Tracking & Attribution
Integrated Event Promotions
Process Design & Improvement

PROFESSIONAL PROFILE

B2B demand generation and integrated marketing leader whose career has evolved from an early foundation in journalism and public relations into digital acquisition, CRM and lifecycle marketing, marketing automation, and today's intent-driven, account-based approach to demand generation. Combines strong content and messaging instincts with deep experience building integrated, multi-channel campaigns across the buyer journey—aligning audience, role/persona, buying stage, intent signals, and sales-defined target accounts to drive engagement and pipeline. Experienced across B2B SaaS, technology, fintech, and other complex markets, with a track record of building scalable programs, leading cross-functional teams and agency partners, optimizing performance through data, and connecting marketing activity to measurable business outcomes including leads, pipeline, revenue, ROI, and customer acquisition.

Experience includes a combination of full-time permanent, full-time temporary, full-time contract, and part-time contract/freelance roles in additional industries including SMB, e-commerce, retail, travel, publishing, software, and subscription services resulting in a knowledgeable, versatile, and flexible integrated marketer.

PROFESSIONAL EXPERIENCE

GENERAL MANAGER, MARKETING

2026

His Glory Ministries, Mt Pleasant, TX (Remote)(Contract)

Lead integrated marketing strategy, planning, and execution across digital, content, email, paid media, social, web, events, and audience-growth initiatives, aligning cross-functional teams and external partners around organizational priorities and measurable growth objectives.

- Develop and manage integrated annual, quarterly, and campaign-level marketing plans, coordinating messaging, content, channels, resources, timelines, and execution across multiple concurrent initiatives.
- Lead cross-functional campaign execution across internal stakeholders, creative and production teams, contractors, agencies, freelancers, and external vendors, ensuring creative assets and content align with campaign objectives, audience needs, and brand standards.
- Drive audience acquisition, engagement, and retention through coordinated paid, owned, and organic programs, including email/nurture, digital advertising, social, web/landing pages, content promotion, events, and strategic partnerships.
- Establish campaign KPIs and reporting frameworks; analyze audience, engagement, conversion, and channel performance to optimize targeting, messaging, creative, spend, and overall marketing effectiveness..

INDEPENDENT CONSULTING & PERSONAL LEAVE

2025

Multiple Small Local Businesses, Texas (Remote)

Following the completion of my contract with Brivo, supported select small business clients across retail and home services with digital marketing, email campaigns, customer engagement, and local growth initiatives while seeking to transition into another long-term contract or permanent B2B demand generation or marketing management opportunities.

SR. MANAGER, INTEGRATED DEMAND GENERATION CONTENT CAMPAIGNS

2023 – 2025

Landrum Talent Solutions for Brivo, Inc., Bethesda, MD (Remote)

As a Contract Resource for almost 2 years, led the development, execution, management, and measurement of integrated, cross-channel B2B content campaigns that drove awareness, traffic, engagement, and conversions to support sales growth, upsell/cross-sell, and partner revenue among targeted vertical ICPs and accounts for Brivo, Inc., a Bethesda-based physical and digital security software company:

- Owned, managed, oversaw and launched integrated cross-channel demand generation campaigns targeting Multifamily, Retail, Higher Education, Healthcare, and AEC industries; wrote derivative content pieces such as infographics, social posts, flipbooks, explainer video scripts, etc., based upon strategic high-value primary assets relevant to each industry, while managing external agency relationships and programs; contributed to campaign strategy by investigating, researching, and recommending new paid and earned media opportunities with director and senior director
- Managed the development and editing of derivative content pieces into assets in collaboration with creative, external agencies, and partners; delivered UTM tracked assets to paid media vendors on deadline; created, developed, and launched paid LinkedIn campaign strategy with content leveraging conversation ads, paid messaging, and paid posts, integrated with organic tactics such as editing and publishing LI articles
- Generated targeted MQL and targeted accounts lists in Hubspot and 6Sense for use in targeted integrated campaigns for display ad retargeting, social media platforms, and internal and third-party email campaigns
- Campaigns drove a year-over-year increase of 30% in top-of-funnel marketing captured leads, directly generating over \$2.2M in closed-won opportunities and securing 141 new accounts and more than \$8M in open opportunity value
- Collaborated with product marketing managers and subject matter experts for new primary assets, blog topics, and earned media content (publication interviews), in addition to managing the development and design of the assets, including webinar production, and analysis and reporting of integrated campaign results

FIELD MARKETING MANAGER – B2B

2021 – 2022

Rocket Software, Inc., Waltham, MA (Remote)

Be the marketing lead for aligned Americas Regional Sales Teams in the West and Central regions, working directly with two regional VPs and supporting 18 field sales representatives. Ownership of sales engagement through the creation and execution of strategic plans to build pipeline against sales and marketing regional targets and support the acceleration of new, early, mid, and late-stage deals to close.

- Developed account-based marketing (ABM) and content marketing plans aligned with regional sales objectives in the U.S. & Canada, achieving notable engagement rates of up to 75% from identified high-value prospects over three quarters
- Planned and launched comprehensive targeted and personalized quarterly drip Salesloft email and call campaigns to drive product webinar registrations and post-webinar follow-ups that achieved an average open rate exceeding 40%, a 25% registration rate, and almost 20% webinar registrant attendance rate among target audiences
- Implemented, designed, wrote, and launched a targeted mid- and late-stage opportunities email meeting invitation request campaign leveraging gifting platform Alyce to send 1:1 customized meeting request emails on behalf of each sales representative that drove a meeting acceptance rate of almost 30%; the goal was to provide sales representatives the opportunity to close late-stage deals that had been stalled or response deficient otherwise.
- Collaborate with sales management, demand gen, product marketing, corporate marketing and partner marketing to ensure activities/programs align with the needs of sales, while on message with corporate go to market strategy.
- Focus on Account Based Marketing and more intimate client engagements to drive meetings and opportunities for sales. Evaluate, select and manage outside vendors that contribute to net new contacts and account targeting for Field Marketing plan.

DEMAND GENERATION PROGRAM MANAGER – B2B

2021

Landrum Talent for Rocket Software, Inc., Waltham, MA (Remote)(Contract)

Led the execution of end-to-end integrated B2B and Account-Based demand generation campaigns, content, and programs to achieve marketing- and sales-aligned business objectives, such as generating new leads, new accounts, and account expansion that supported sales pipelines, opportunities, and revenue objectives:

- Determine appropriate communication vehicles and mix strategies to support integrated campaign objectives and performance targets
- Develop a process to track and inventory campaign details, Jira tickets, UTM links, and assets to ensure complete transparency and archiving across campaigns and demand generation managers
- Apply analytics and insights to better profile and target prospects, driving continual optimization to deliver higher quality responses and improve conversion rates all along the funnel
- Collaborate, coordinate, and project manage writers, designers, digital, web, ops, and social teams to ensure campaign assets, production, and setup across channels are executed by specified delivery and launch deadlines
- Measure and report on results while working to identify opportunities for process and execution improvement, in addition to resolving potential roadblocks early and often to capitalize, optimize, and course-correct as needed
- Accepted a new permanent role on the Field Marketing team

DIGITAL, E-COMMERCE & EMAIL MARKETING MANAGER– B2C

2019 – 2020

Staccato (formerly STI Firearms, LLC), Georgetown, TX (On-Site)

Oversaw the company's digital strategy, presence, and messaging focused on creating an engaging customer experience and brand affinity across all digital platforms:

- Developed, implemented, and managed the company's overall digital strategy to enhance brand presence, drive ecommerce sales and orders, and meet business objectives.
- Accountable for the Wordpress website and WooCommerce e-commerce store, led email campaigns and social media strategy that resulted in a 35% overall increase in customer engagement, website growth, and orders
- Directed migration strategy transitioning all opt-in forms from Mailchimp into Klaviyo systems, enhancing lead capture efficiency resulting in an increase of MQLs by more than 40% per month post-migration
- Ownership of all aspects of digital presence including a Wordpress site; optimized event promotion strategies leading to 1k+ additional registrants within three months through improved product targeting with tailored messaging streams.

SR. MANAGER, MARKETING & E-COMMERCE – B2C

2017 – 2019

TrackingPoint, Inc., Pflugerville, TX (On-site)

Responsible for developing, implementing, and overseeing all digital and offline marketing strategies and customer communications to drive company growth, increase brand awareness, and expand market share. Through strategic thinking, team leadership, budget management, and cross-functional collaboration with sales and product development, achieved 20% revenue growth within a small affluent niche of consumers with an affinity for shooting and outdoor sporting.

- Developed and executed a comprehensive email marketing, content, and social media strategy that included targeted weekly offers, resulting in an increase of 25% in customer engagement rates within just three months; managed team of 2, designer and photographer/videographer; managed influencer relationships.
- Executed event strategy for Dallas Safari Club, NRA, and NSSF Shot Show; show programs and social media drove 25% increase in booth visitors and 30% more MQLs over the prior year
- Spearheaded the launch strategy for an independent optics line, resulting in a distinctive logo and packaging that contributed to generating 500+ pre-launch inquiries from industry professionals prior to official product unveiling; planned a press event strategy to be held at FTW Ranch in Barksdale, TX for a 3-day experience with TrackingPoint products and new optics line launch that featured well-known industry influencers and several industry publications writers and editors

CONTINUED FROM 2 . . .

- Planned a press event strategy to be held at FTW Ranch in Barksdale, TX for a 3-day experience with TrackingPoint products and new optics line launch that featured well-known industry influencers and several industry publications writers and editors

SR MANAGER, DEMAND GENERATION & OUTBOUND MARKETING – B2B

2015 — 2017

Xplore Technologies, Austin, TX (On-site)

As a senior leader for Xplore Technologies, led a high-functioning team to execute strategic B2B marketing programs that generated qualified leads and revenue in targeted industries where reliable, durable mobile PC computing equipment is critical for successful field, service, and production operations, such as networking, manufacturing, communications, municipal, military, and public sectors. Strategy featured integrated demand generation, content marketing, brand awareness, public relations, and partner marketing programs to support a global enterprise salesforce and channel distributors, integrators (GSIs), independent software vendors, and retail channel reseller partners.

- Led digital, traditional, and content marketing and syndication strategy to ensure brand exposure, share of voice, and demand generation in key vertical markets; aligned, supervised, and guided outbound marketing team, contractors, and external agencies; managed team of 6, including demand generation manager, web designer, photographer/videographer, content manager, and project manager.
- Headed-up large-scale marketing and sales stack platform migration; implemented and Marketo; began multi-touch email marketing strategy resulting in a 20% increase in open rates and 15% increase in click rates and engagement
- Led website redesign of 11 localized global websites in 6 languages; accelerated the timeline by identifying efficiencies of scale, involving cross-functional internal and external resources, and debuted with more features than originally scoped
- Led a direct mail PURL campaign positioning Xplore as the Rugged Tablet Authority to recruit new channel partners and re-engage stagnant partners resulting in a 40% conversion rate among new applicants and 25% re-activation rate for inactive partners
- Led redesign and content refresh of product and industry-focused collateral Increased conversions by 30% through SEO and UX improvements on new website with a \$2 million marketing budget
- Layoff due to operational budget reduction mandated by Board of Directors; picked up freelance work until TrackingPoint offer.

MARKETING TECHNOLOGIES & PLATFORMS

ABM, Demand Generation & Sales Intelligence:

6sense • Apollo.io • Alyce / Sendoso • OptinMonster

Marketing Automation, CRM & Email:

HubSpot • Marketo • Klaviyo • Mailchimp • Constant Contact • VerticalResponse • Salesforce • Salesloft

Paid Media, Search, SEO & Analytics:

Google Ads • LinkedIn Ads • Meta/Facebook Ads
Google Analytics • Google Search • Semrush • Moz

Content, Web & eCommerce:

WordPress • WooCommerce • Printify

Generative AI & Content Productivity:

ChatGPT • Claude • Perplexity • Copy.ai
Grammarly

Project Management & Collaboration:

Asana • Monday.com • Jira • Smartsheet • Microsoft 365
Google Workspace • SharePoint • Microsoft Teams • Slack • Zoom

ADDITIONAL COMPETENCIES

B2B Demand Generation & Integrated Campaigns:

Multi-Channel Campaigns • Pipeline Acceleration
Campaign Planning & Execution • Go-to-Market (GTM) Support

Content & Digital Marketing:

Content Strategy • Content Marketing • Thought Leadership
Content Repurposing • Landing Pages • Webinars & Virtual Events Organic & Paid Social • SEO/SEM • Website Content

Lifecycle, Nurture & Marketing Automation:

Lead Nurturing • Marketing Automation • Email Automation
Drip & Nurture Programs • Lead Management • Database Marketing

Campaign Performance & Optimization:

Campaign Analytics • Funnel Optimization • Conversion Optimization
A/B Testing • KPI Development & Reporting • Performance Analysis
Marketing Attribution • Continuous Optimization

Cross-Functional & Program Leadership:

Sales & Marketing Alignment • Cross-Functional Collaboration
Creative & Content Coordination • Project Management • Stakeholder Management