

# Joseph Clyburn

Austin, TX

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## Growth Marketing Executive | Demand Generation | Digital Acquisition | Revenue Marketing

Growth marketing executive with **15+** years of experience building and scaling global growth organizations for enterprise B2B SaaS companies. Proven track record leading demand generation, digital acquisition, performance marketing, revenue marketing, and partner marketing functions that drive measurable pipeline growth, customer acquisition, and marketing efficiency.

Known for building repeatable growth systems that align marketing, sales, RevOps, product marketing, and analytics around shared business outcomes. Experienced leading global teams, managing **\$25M+** in annual marketing investment, and developing operating models, measurement frameworks, and cross-functional processes that improve execution at scale.

Leverages AI to modernize marketing through intelligent workflows, automation, experimentation, and AI search optimization, helping organizations operate faster, make better decisions, and build sustainable competitive advantage.

### CORE STRENGTHS

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|------------------------------------------|---------------------------------|--------------------------------------|
| • Growth Marketing Leadership            | • Account-Based Marketing (ABM) | • Conversion Rate Optimization (CRO) |
| • Go-to-Market (GTM) Strategy            | • PLG & Enterprise GTM          | • Executive Reporting & Forecasting  |
| • Integrated Demand Generation           | • Lifecycle Marketing           | • Sales, RevOps & Product Alignment  |
| • Revenue Marketing                      | • AI-Enabled Marketing          | • Cross-Functional Leadership        |
| • Pipeline Growth & Revenue Acceleration | • AI Search & AEO               | • Org Design & Team Development      |
| • Digital Acquisition                    | • Marketing Automation          | • Marketing Transformation           |
| • Performance Marketing                  | • Growth Experimentation        | • Growth Strategy                    |

### PROFESSIONAL EXPERIENCE

#### MongoDB | Director, Global Demand Center (Growth Marketing, Demand Generation & Revenue Marketing)

Nov 2024 – Feb 2026 | Austin, TX (Remote)

Led global growth marketing, demand generation, and revenue marketing functions supporting enterprise and product-led growth through paid media, lifecycle marketing, ABM, SEO, partner marketing, and digital acquisition.

- Unified digital acquisition, scaled demand services, integrated campaigns, and global partner marketing into a coordinated global growth organization supporting both enterprise and self-serve revenue motions.
- Led a **30+** person global organization spanning demand generation, digital acquisition, integrated campaigns, and scaled demand services, accountable for pipeline creation, revenue impact, marketing efficiency, and full-funnel growth.
- Owned global planning, forecasting, performance measurement, and operating cadence, partnering with sales and executive leadership to improve pipeline performance and marketing efficiency.
- Directed global performance marketing strategy across paid search, paid social, display, ABM, SEO, and emerging AI-driven discovery channels, managing a **\$25M+** annual investment portfolio.
- Improved marketing efficiency by more than **17%** year over year through continuous experimentation, investment optimization, and performance measurement frameworks.
- Centralized global performance measurement, planning, and governance across regions, improving execution consistency and roadmap clarity.
- Increased partner-sourced pipeline by **22%** through scaling partner co-marketing programs with AWS, Google Cloud, and Microsoft.
- Presented business performance, investment strategy, and growth recommendations to executive leadership, using data-driven insights to guide marketing investment decisions.
- Introduced AI-assisted workflows that accelerated experimentation, campaign execution, reporting, and strategic planning across the organization.
- Led cross-functional teams across marketing, sales, RevOps, and product marketing to align demand generation, ABM, and lifecycle programs around shared pipeline and revenue goals.
- Established executive measurement frameworks connecting marketing investment to pipeline creation, payback periods, revenue impact, and operational efficiency.

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**MongoDB | Director, Acquisition & Growth Marketing**

May 2022 – Nov 2024 | Austin, TX (Remote)

Directed global digital acquisition strategy across paid and organic channels, improving customer acquisition, marketing efficiency, and pipeline generation.

- Led global growth marketing programs across paid search, paid social, display, SEO, lifecycle marketing, website optimization, and digital acquisition channels supporting both self-serve PLG and enterprise sales motions.
- Developed lifecycle marketing strategies spanning acquisition, nurture, conversion, and expansion motions, improving engagement and contribution across the customer journey.
- Partnered with sales and marketing stakeholders to support account-based marketing programs targeting strategic enterprise accounts and buying committees.
- Partnered with sales, product marketing, and analytics teams to optimize funnel performance, improve conversion efficiency, and increase pipeline contribution from digital channels.
- Developed executive reporting frameworks that improved visibility into acquisition performance, funnel health, and investment efficiency.
- Partnered with web, analytics, and product marketing teams to improve website conversion, landing page performance, and end-to-end digital customer journeys through continuous experimentation.
- Owned acquisition strategy, investment allocation, agency partnerships, and experimentation roadmaps across global digital acquisition programs.
- Improved self-serve growth through continuous optimization across paid media, SEO, website experience, and lifecycle marketing programs.

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**Newfold Digital | Senior Director, Acquisition Marketing**

Jul 2021 – May 2022 | Austin, TX (Remote)

Led centralized acquisition strategy across multiple SaaS brands, overseeing global media investment, measurement, forecasting, and executive reporting.

- Owned centralized growth, acquisition, and demand generation strategy across multiple SaaS brands including Bluehost, HostGator, Web.com, and Domain.com.
- Managed a **\$150M+** annual global media budget across paid search, display, paid social, CTV, online video, and emerging acquisition channels.
- Implemented unified attribution and cross-brand growth reporting, improving SVP and C-suite visibility into ROI and revenue efficiency.
- Established operating rhythms across teams and channels to prioritize initiatives, track outcomes, and drive optimization.
- Built executive reporting frameworks and forecasting models used by senior leadership to guide investment and growth decisions.
- Led global media strategy, forecasting, agency management, attribution, and performance optimization across multiple SaaS brands.

**Newfold Digital | Director, Acquisition Marketing**

Jan 2021 – Jul 2021 | Austin, TX (Remote)

- Launched multimillion-dollar campaigns across Facebook Watch, Roku, Amazon, and Samsung TV that drove record new customer acquisition.
- Improved operating cadence, reporting quality, and cross-functional execution across acquisition marketing programs.

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**Endurance International Group | Director, Acquisition Marketing**

Jan 2015 – Jan 2021 | Austin, TX (On-site)

Led acquisition marketing strategy across multiple SaaS brands, managing large-scale media investment and building measurement frameworks that improved acquisition efficiency and business performance.

- Managed **\$100M+** annually in digital media spend across multiple SaaS brands.
- Built scalable strategies for paid search, programmatic display, and social acquisition.
- Implemented GA360 and Datorama-based attribution, enabling full-funnel performance analysis and optimization.
- Partnered with Product and Sales to improve acquisition, conversion, and retention programs across business units.
- Scaled performance marketing programs across search, display, social, and emerging digital channels while improving CAC, conversion rates, and customer lifetime value.

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**LIN Digital** (formerly RMM Online) | SEM Department Manager

Jun 2012 – Jan 2015 | Austin, TX (On-site)

- Led an **8-person** SEM team managing more than **\$1M** in monthly client spend.
- Rebuilt service offerings, processes, and enablement, increasing departmental revenue from **\$15M** to **\$35M**.
- Earned the Circle of Excellence Award for operational performance and client retention.

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**AI & MODERN MARKETING**

- Leveraged ChatGPT, Claude, Gemini, and other AI platforms to accelerate research, executive communications, strategic planning, and marketing analysis.
- Applied AI to improve campaign planning, content development, reporting, brainstorming, and performance analysis, increasing speed and operational efficiency.
- Incorporated AI into daily marketing workflows to streamline decision-making, accelerate execution, and improve productivity.
- Actively expanding AI marketing capabilities, including workflow automation, AI search optimization, and practical applications of emerging AI technologies.

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**CERTIFICATIONS & AWARDS**

- Leadership Award, HostGator (Endurance International Group)
- Circle of Excellence Award, LIN Digital
- Google Ads Certified
- Google Analytics 360 Certified
- Display & Video 360 Certified

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**EDUCATION**

Texas State University

Bachelor’s Degree, Advertising and Mass Communication