

Joseph Clyburn

Austin, TX

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Growth & Performance Marketing Executive | Customer Acquisition | Demand Generation | Revenue Marketing

Growth and performance marketing executive with **15+ years of experience** building customer acquisition, demand generation, and revenue growth programs across B2B, direct-to-consumer, small-business, product-led, and subscription businesses. Career spans hands-on performance marketing through global growth leadership, with experience connecting marketing investment to customer acquisition, pipeline, revenue, 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 marketing investments ranging from **\$10M to \$150M+ annually**, and developing operating models, measurement frameworks, and cross-functional processes that improve execution at scale.

Applies AI to modernize marketing through intelligent workflows, automation, experimentation, and AI search optimization, with a focus on accelerating execution, improving decision-making, and identifying new opportunities for growth.

CORE STRENGTHS

- Growth Marketing Leadership
- Go-to-Market (GTM) Strategy
- Integrated Demand Generation
- Revenue Marketing
- Pipeline Growth & Revenue Acceleration
- Digital Acquisition
- Performance Marketing
- Customer Acquisition
- Paid Media Strategy & Optimization
- Lifecycle Marketing
- AI-Enabled Marketing
- Acquisition Economics & Incrementality
- Partner Marketing
- Growth Experimentation
- Conversion Rate Optimization (CRO)
- Executive Reporting & Forecasting
- Sales, RevOps & Product Alignment
- Cross-Functional Leadership
- Org Design & Team Development
- Attribution & Marketing Measurement
- Growth Strategy

PROFESSIONAL EXPERIENCE

MongoDB

Director, Global Demand Center

Nov 2024 – Feb 2026 | Austin, TX

Led MongoDB's Global Demand Center, unifying Digital Acquisition, Global Integrated Campaigns, Digitally Scaled Demand Services, and Global Partner Marketing to support enterprise sales and product-led growth.

Responsible for global demand generation, digital acquisition, revenue marketing, lifecycle marketing, partner marketing, paid media, SEO, and AI search and answer engine optimization (AEO). Led a global organization of **30+ marketing professionals** while managing more than **\$25M in annual marketing investment** and partnering closely with Sales, Product Marketing, RevOps, Analytics, Finance, and executive leadership.

- Unified four global marketing organizations into a scalable operating model supporting enterprise and self-serve growth.
- Directed global performance marketing strategy across paid search, paid social, display, ABM, SEO, and emerging AI-driven discovery channels.
- Reduced customer acquisition cost **15%+ year-over-year** by identifying non-incremental investment, optimizing channel allocation, and redeploying spend toward higher-growth acquisition opportunities.
- Partnered with Sales and Marketing Operations to shift measurement from raw lead volume toward qualified pipeline and downstream outcomes, contributing to approximately **40% fewer leads while increasing opportunity volume approximately 22%** and improving closed-won performance.
- Increased **partner-sourced pipeline 20%** through strategic co-marketing programs with AWS, Google Cloud, and Microsoft.
- Established executive measurement frameworks connecting marketing investment to pipeline creation, revenue impact, payback periods, and operational efficiency.
- Introduced AI-powered workflows that accelerated campaign planning, experimentation, reporting, and strategic decision-making across the organization.

Joseph Clyburn | Growth Marketing Executive

Director, Acquisition Marketing

May 2022 – Nov 2024 | Austin, TX

Led MongoDB's global digital acquisition strategy across paid and organic channels, supporting both enterprise sales and product-led growth. Responsible for performance marketing, lifecycle marketing, website optimization, SEO, paid media, and digital acquisition strategy, partnering closely with Sales, Product Marketing, Analytics, and RevOps to improve customer acquisition and pipeline contribution.

- Directed global acquisition programs across paid search, paid social, display, SEO, lifecycle marketing, and website optimization.
- Owned acquisition strategy, agency partnerships, investment allocation, and experimentation roadmaps across global digital acquisition programs.
- Identified significant overlap between branded paid search and strong organic rankings, implementing dynamic ad suppression and incrementality testing that preserved acquisition while allowing investment to shift toward higher-growth opportunities.
- Developed lifecycle marketing strategies spanning acquisition, nurture, conversion, and expansion, improving engagement throughout the customer journey.
- Partnered with Sales and Product Marketing to scale account-based marketing programs supporting strategic enterprise accounts.
- Built executive reporting frameworks that improved visibility into acquisition performance, funnel health, marketing investment, and business outcomes.
- Supported approximately **23–27% year-over-year self-serve revenue growth** through continuous optimization across paid media, SEO, website experience, and lifecycle marketing.

Newfold Digital

Senior Director, Acquisition Marketing

Jul 2021 – May 2022 | Austin, TX

Led centralized performance marketing and customer acquisition across a portfolio of direct-to-consumer and small-business brands including Bluehost, HostGator, Web.com, and Domain.com. Owned global media investment, acquisition economics, forecasting, attribution, executive reporting, and performance optimization across a large-scale direct-response portfolio.

- Managed more than **\$150M in annual global media investment** across paid search, paid social, programmatic display, CTV, online video, and emerging acquisition channels.
- Led acquisition strategy for **Bluehost**, the portfolio's largest brand at approximately **\$90M in annual media investment**, while managing toward approximately **3:1 ROAS**.
- Led agency strategy, investment allocation, experimentation, and performance optimization across multiple global acquisition programs.
- Built executive reporting, attribution, and forecasting frameworks connecting media investment to customer acquisition, revenue, and business performance.
- Established operating rhythms that aligned teams around shared business priorities, performance measurement, and continuous optimization.

Endurance International Group / Newfold Digital

Director, Acquisition Marketing

Nov 2019 – Jul 2021 | Austin, TX

Led acquisition marketing across multiple direct-to-consumer and small-business brands, expanding beyond core paid media while strengthening direct-response measurement, experimentation, and investment discipline.

- Led acquisition strategy and investment across paid search, paid social, programmatic display, CTV, online video, remarketing, and emerging acquisition channels.
- Developed a targeted pricing strategy for returning Bluehost visitors, offering a lower **\$2.95 price point to non-converting prospects rather than discounting all customers**, improving conversion approximately **20–25% while protecting full-price acquisition**.
- Expanded acquisition across Facebook Watch, Roku, Amazon, Samsung TV, and other emerging platforms while testing their incremental contribution to overall customer acquisition and revenue.

Joseph Clyburn | Growth Marketing Executive

- Evaluated channel performance beyond platform-reported attribution, reallocating investment when channels failed to demonstrate incremental business impact.
- Partnered with Product, Analytics, and brand teams on pricing, landing-page, conversion, and acquisition experimentation.

Endurance International Group

Senior Digital Marketing Manager

Mar 2018 – Nov 2019 | Austin, TX

Led performance marketing across multiple direct-to-consumer and small-business brands, managing large-scale digital investment and acquisition optimization across paid search, programmatic display, paid social, and remarketing.

- Managed more than **\$100M annually in digital media investment**, optimizing channel and campaign allocation against customer acquisition, revenue, and performance targets.
- Scaled paid search and other direct-response channels through continuous keyword, audience, landing-page, bidding, and conversion optimization.
- Improved paid-search efficiency through keyword and landing-page experimentation, including a competitor comparison experience that increased Quality Scores and reduced CPCs approximately **30–40%**, enabling significant investment growth.
- Implemented Google Analytics 360 and Datorama attribution frameworks, improving visibility into cross-channel customer acquisition and media performance.

Earlier Roles: Digital Marketing Manager | Digital Marketing Specialist

Jan 2015 – Mar 2018 | Austin, TX

Progressed through increasingly broader acquisition responsibilities across high-volume direct-response brands, personally managing paid search, display, remarketing, and paid social.

- Managed and optimized paid media across campaign structure, bidding, keyword strategy, audience targeting, landing pages, testing, reporting, and performance analysis.
- Expanded attribution and reporting capabilities while assuming broader responsibility for acquisition strategy, media investment, and cross-channel performance.

LIN Digital (formerly RMM Online)

SEM Department Manager

Jan 2014 – Jan 2015 | Austin, TX

Led the SEM department, overseeing team performance, client strategy, operational execution, and growth across a large portfolio of paid search accounts.

- Led an **8-person SEM team managing more than \$1M in monthly client media spend**.
- Rebuilt service offerings, operating processes, and team enablement to support departmental growth, scalability, and client delivery.
- Improved operational performance, campaign execution, and client retention through standardized processes and performance management.
- Earned the **Circle of Excellence Award** for operational performance and client retention.

Earlier Roles: SEM Team Lead | SEM Specialist

Jun 2012 – Jan 2014 | Austin, TX

Progressed from hands-on paid search execution into team leadership, managing campaign strategy, optimization, reporting, quality control, and client performance across a growing portfolio of accounts.

- Managed and optimized paid search campaigns across Google and Bing.
 - Helped standardize campaign management, reporting, and optimization practices as the department scaled.
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Joebot Designs

Founder & Digital Marketing Consultant

Apr 2010 – Feb 2018 | Austin, TX

Founded and operated a digital marketing consultancy providing paid media, search marketing, website development, branding, and creative services for small and mid-sized businesses.

- Managed client strategy and execution across paid search, paid social, SEO, website development, analytics, and digital acquisition while owning client relationships and day-to-day business operations.
- Managed performance marketing for **Butlerwood**, a direct-to-consumer and commercial firewood and wood-pellet business, supporting both online customer acquisition and small-business sales.
- Managed digital acquisition for **B&B Charcoal**, a physical consumer-products company selling directly to customers and through major national and regional retailers.

ADDITIONAL CONSULTING EXPERIENCE

Patiosites

Performance Marketing Consultant

Dec 2017 – Oct 2018 | Austin, TX

- Led performance marketing for a national direct-to-consumer BBQ accessories e-commerce business, managing approximately \$100K in monthly media investment across paid search and Google Shopping, including a large product feed, campaign optimization, and online customer acquisition.

AI & MODERN MARKETING

- Leverages ChatGPT, Claude, Gemini, and other AI platforms to accelerate research, executive communications, strategic planning, and marketing analysis.
- Applies AI to campaign planning, content development, reporting, performance analysis, and marketing workflows to improve execution speed and operational efficiency.
- Actively developing capabilities in workflow automation, AI agents, AI search optimization, Python, and practical applications of emerging AI technologies.

AWARDS

- Kenshoo Infinity Award – Cross Channel Marketing, HostGator (Endurance International Group)
- Circle of Excellence Award, LIN Digital

EDUCATION

Texas State University (2007 – 2010)

Bachelor of Arts, Mass Communication – Advertising