

LESLIE A. KUYKENDALL

EXPERIENCED LEAD B2B MARKETING MANAGER



Georgetown, TX



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EDUCATION

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

CORE COMPETENCIES

Demand/Lead Generation
Integrated Marketing
Account-Based Marketing (ABM)
Partner Marketing
Field Marketing
Email Marketing
Lifecycle Marketing
Targeting & Segmentation
Campaign & Program Management
Marketing Project Management
User Acquisition
Digital Marketing
Advertising & Media
Writing/Editing
Content Management
Content Creation & Production
B2B
SaaS
Social Media Strategy
SEO
Vendor Management
Team Leadership
Design Support
Basic HTML
Tracking & Attribution
Event Coordination, Support, &
Integrated Promotion

PROFESSIONAL PROFILE

Dynamic, entrepreneurial-minded demand generation marketer and writer with extensive experience in program, content, and email marketing creation, management, and strategy to drive the acquisition of B2B & B2C targets within multiple industries. With more than two decades of experience, success is achieved through agility, flexibility, open communication, creative thinking, strategy, and teamwork to create, manage, and facilitate marketing programs that meet or exceed departmental and organizational goals. Offers a unique combination of technical expertise, team leadership, business acumen, design, content, writing, and production support to develop, deliver, and implement mission-critical demand generation programs, content, and projects whether on-site or remote.

Experience includes a combination of full-time permanent, full-time temporary, full-time contract, and part-time contract/freelance across industries such as SMB, B2B, e-commerce, retail, travel, publishing, banking, software, SaaS, and subscription services resulting in a knowledgeable and versatile integrated marketer.

RELEVANT CONTRACT, FREELANCE, AND FULL-TIME PERMANENT EXPERIENCE

INTEGRATED DEMAND GENERATION CAMPAIGN & CONTENT MANAGER – B2B

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

JUN 2023 – DEC 2024

CONTRACT

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 and content leveraging conversation ads, paid messaging, and paid posts, integrated with organic tactics such as editing and publishing articles on LinkedIn
- Generated targeted MQL and targeted accounts lists in Hubspot and 6Sense for use in targeted integrated campaigns for LinkedIn, retargeting, 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
- Analyze and report on campaign performance, create campaign dashboards in Hubspot, and update metrics in monthly Marketing Status Reports and quarterly business reviews
- TOOLS** – Hubspot, 6Sense, Monday, Asana, Jira, LinkedIn Ads, Bynder, Figma, Slack, Microsoft Teams, Google Workspace, Copy.ai, Grammarly, Wistia, Zoom, Opt-in Monster, Canva, Google Workspace, Salesforce.com

FIELD MARKETING MANAGER – B2B

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

MAY 2021 - DEC 2022

CONTRACT TO PERM

Responsible for planning and executing regional and account-based marketing campaigns that supported sales objectives for lead generation and pipeline growth across targeted accounts through collaboration with sales teams, sales leaders, and other marketing functions. Included managing local events such as trade shows, webinars and round tables; analyzing campaign performance for ROI, and creating customer-focused content such as case studies, 1:1 and 1:Few campaigns. A key focus was to bridge the gap between corporate marketing, demand generation, and sales to drive specific regional outcomes for targeted Enterprise accounts in the technology industry (B2B IT, SaaS).

- Spearheaded marketing initiatives for U.S. and Canada sales teams focused on pipeline acceleration, leveraging ABM strategies and personalized campaigns to secure 200+ customer meetings within a six-month period
- 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
- Facilitated comprehensive Salesloft email campaigns using industry best practices, achieving an average open rate exceeding 40% among target audiences throughout diverse campaigns planned quarterly.
- TOOLS** – Sharepoint, Jira, Salesforce.com, SalesLoft, Marketo, Slack, BrightTalk, Looker, Alyce, PowerBI, Canva, Smartsheets, Google Workspace

DIRECTOR OF DIGITAL & EXPERIENCE MARKETING – B2C

OCT 2019 – JUN 2020

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

CONTRACT

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
- **TOOLS** – Wordpress, Shopify, Klavyo, Mailchimp, Vimeo, Facebook, Twitter, Canva, Google Workplace

DIRECTOR OF MARKETING – B2C

OCT 2017 – JUL 2018

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; layoff due to leadership's failure to secure investment funding to manufacture new product and take to market
- **TOOLS** – Wordpress, WooCommerce, Mailchimp, Facebook, Google Workspace, Salesforce.com

DIRECTOR, DEMAND GENERATION & OUTBOUND MARKETING – B2B

AUG 2015 — AUG 2016

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
- **TOOLS** – MSDynamics, Marketo, Salesforce.com, Wordpress, Hubspot, Workfront, Mailchimp, Smartsheets, MacOS, KeyNote

DIRECTOR OF PRODUCT MANAGEMENT, MARKETING AUTOMATION SERVICES – B2B

NOV 2013 — DEC 2014

Kasasa, DBA BancVue, Ltd., Austin, TX (On-site)

As a product director for BancVue (now Kasasa), a financial service provider dedicated to helping consumers achieve financial wellness, developed and activated the roadmap, strategy, and execution of a marketing automation service beta that enabled banking institution clients to leverage regular, relevant, and effective communications with account holders. Responsible for leading the design, development, training, and launch using Marketo as the foundation for the service.

- Headed up the design, development, training, and launch of “marketing automation as a service” product, using Marketo as the backbone, that enabled BancVue's community bank and credit union clients the option to add email marketing to their strategic digital marketing services investments with BancVue
- Designed, created, and executed a re-usable multi-touch, automated, user-driven drip email communication strategy and assets to help participating clients drive consumer account holder adoption of a visual wealth management platform (think Mint), called Kasasa360, available with account holders' Kasasa accounts

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- Created strategic and turn-key “campaign-in-a-box” as a “rinse-and-repeat” to accelerate scale using Marketo’s Workspaces and Lead Partitions feature, making it customizable for any banking institution client’s use to drive awareness and registration among account holders for the wealth management feature; launched the campaign on behalf of more than 30 financial institutions within 6 months after launching the beta product and campaign
- Institution client participants in the beta campaign saw 45% more of their consumer account holder customers register and adopt the visual wealth platform over the banking institution clients with comparable audience and asset size who declined participation
- Layoff due to restructure of product offering that impacted 30% of product management department
- **TOOLS** – Jira, Sharepoint, Marketo, ExactTarget, Smartsheets, MacOS, KeyNote

SENIOR MANAGER, DIGITAL MARKETING, KASASA BRAND TEAM

JAN 2013 – NOV 2013

Kasasa, DBA BancVue, Ltd., Austin, TX (On-site)

Successfully drove growth through data-driven, cross-functional strategies focused on B2B and B2B2C lead generation, customer acquisition, and brand positioning for this a fast-paced, technology-driven FinTech company focused on community banks and credit unions.

- Planned and drove online success of two sites at BancVue - CheckingFinder.com and Kasasa.com, by creating, implementing, and leading the execution of digital strategies and optimization efforts; managed team of 2, digital marketing manager and social media manager.
- Managed day-to-day activities associated with digital strategies, including project management, creative development, cross-functional implementation, campaign tracking, agency relationship, campaign management of display, social, and SEM/SEO
- Managed and developed all digital marketing activities to maximize account acquisition, site conversion, and online brand awareness for CheckingFinder.com and Kasasa.com, including SEM/SEO, site improvements, process improvements, online advertising, email, and mobile
- Implemented strategies for mobile testing, behavioral targeting, re-targeting, A/B testing, and other data-driven digital tactics, from Social to email
- Drove successful implementation of digital campaign tracking and processes during an aggressive agency-of-record transition
- Launched social promotion of Ratings & Reviews for Kasasa and increased number of reviews by 100%
- **TOOLS** – Jira, Sharepoint, Marketo, ExactTarget, Smartsheets

SR. MANAGER, EMAIL, DIRECT MAIL & DATABASE MARKETING – B2B

JAN 2009 — APR 2011

Hoover’s, Inc., a D&B Company, Austin, Tx (On-site)

Led the planning, strategy, and execution of customer-centric, life-cycle targeted email and direct mail strategies that drove user acquisition, increased revenue, retention, renewal, and lifetime value through personalized, timely, and relevant data-driven campaigns. Collaborated with and supported the communications programs and revenue goals for cross-functional product marketing managers, advising and consulting on ideal target segments and audience profile criteria to ensure each product’s key metrics and revenue goals were achieved.

- Led the direct marketing team and coordinated efforts among the data warehouse team, BI analysts, and IT departments; ensured seamless execution of more than 60 monthly outbound email marketing initiatives through accurate requirement gathering
- Managed comprehensive oversight of user-related data processes within the marketing department; improved data quality by implementing validation checks that reduced errors in campaign targeting by up to 30%
- Established streamlined workflows incorporating Teradata Relationship Manager capabilities into existing strategies to decrease manual tasks by 30% while ensuring compliance with internal standards for effective user engagement metrics improvement
- Achieved a 75% reduction in email program volume while tripling open rates, doubling click-through rates to 20%, decreasing opt-out rates by half, and enhancing sender reputation metrics by improving engagement strategies
- Developed and executed a comprehensive strategy for automated, event-triggered up-sell/cross-sell email campaigns that eliminated 3 days of manual work per campaign cycle while boosting conversion rates 40%
- Implemented segmentation analysis on past campaigns leading up to this initiative which pinpointed key demographics driving incremental revenues of \$240k from previous non-converting leads over four-week period
- Left to pursue a contract opportunity and explore independent work
- **TOOLS** – Jira, Sharepoint, SalesLogix, Salesforce.com, Acxiom, Teradata Relationship Manager (TRM, now absorbed into Aprimo), NCR’s Customer Power email platform, Optimizely, Litmus