

LESLIE A. KUYKENDALL

DIGITAL MARKETER | DEMAND GENERATION | PROGRAM MANAGEMENT | CONTENT

SUMMARY

Dynamic entrepreneurial-minded veteran of digital marketing since 1998 who utilizes creativity, strategy, and teamwork to create and facilitate demand generation marketing strategies, plans, and programs that meet or exceed organizational goals. Effective communicator with the ability to create and use marketing materials that target, engage, and convert B2B prospects. Offers a unique combination of technical expertise, team leadership experience, business acumen, design, and production support to successfully develop, deliver, and implement mission-critical lead and demand generation programs, content, and projects.

Career experience is made up of 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.

RELEVANT CONTRACT, FREELANCE, AND FULL-TIME PERMANENT EXPERIENCE

June 2023 – Present

Integrated Demand Generation Campaign & Content Manager

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

Type: Contract

- Own and facilitate integrated demand generation content marketing campaigns targeting Multifamily, Retail, Higher Education, Healthcare, and AEC industries.
- Manage development of creative assets and content using Monday.com and Asana according to the campaign plan; create Hubspot UTMs, deliver (or traffic) to paid media vendors, create and launch paid LinkedIn campaigns such as conversation ads/messaging, post to Brivo LinkedIn page, create LinkedIn articles based upon blogs, and coordinate and manage external content agency projects.
- Programs resulted in a 30% year-over-year increase in marketing captured leads at the top of the funnel that generated more than \$2.2M in closed-won opportunities, 141 new accounts, and more than \$8M in open opportunities.

August 2021 - December 2022

Field Marketing Manager

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

Type: Full-time

- 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 integrated account-based marketing (ABM) 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.



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EDUCATION

Dec 1994

SFASU

Nacogdoches, TX
Bachelor of Science,
Journalism/PR
Honors: cum laude

RELEVANT SKILLS

Demand/Lead Generation

Digital Marketing

Advertising

Writing/Editing

Content

B2B

SaaS

Social Media

SEO

Vendor Management

Team Leadership

Design

May 2021 - August 2021**Demand Generation Program Manager****Landrum Talent Solutions for Rocket Software, Inc., Waltham, MA (Remote)****Type:** Contract

- Responsible for the execution of end-to-end campaigns and programs that support our business objectives: generating new leads and new accounts that result in the achievement of pipeline, opportunity, and revenue objectives.
- Determine appropriate communication vehicles and mix strategies to support integrated campaign objectives and performance targets.
- Collaborate with and project manage writers, designers, digital, web, ops, and social teams.
- *Accepted a new role on the Field Marketing team*

Oct 2019 – May 2020**Marketing Director****Staccato (formerly STI Firearms, LLC), Georgetown, TX (On-Site)****Type:** Full-time

- Managed the Wordpress website and WooCommerce e-commerce store, leading email campaigns that resulted in a 35% increase in customer engagement
- Directed migration strategy transitioning all opt-in forms from Mailchimp into Klaviyo systems, enhancing lead capture efficiency resulting in an increase of qualified leads by more than 40% per month post-migration.
- Owned 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.
- Covid happened.

Oct 2017 – Jul 2018**Director of Marketing****TrackingPoint, Inc., Pflugerville, TX (On-site)****Type:** Full-time

- Developed and executed a comprehensive email marketing strategy that included targeted weekly offers, leading to an increase of 25% in customer engagement rates within just three months.
- Led photography and video production; collaborated closely with cross-functional teams including designers and copywriters while ensuring consistent branding across digital platforms resulted in cohesive outreach efforts.
- Wrote and edited website content, created and launched a blog strategy, and managed e-commerce Shopify store
- 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 leads over the prior year.
- Created strategy to launch new independent optics line; led the creation of new product name and tagline, led the design of a distinctive logo & packaging in anticipation of product launch
- Created strategy and plan for press event to be held at FTW Ranch in Barksdale, TX for a 3-day experience with TrackingPoint products and new optics line which featured well-known industry influencers

TOOLS

MS Windows

Salesforce.com

Hubspot

6Sense

ZoomInfo

Mailchimp

Constant Contact

Wordpress

Canva

Google Analytics

Paid Social Ads

Jira

Monday.com

Asana

Marketo

Sharepoint

Aug 2015 — Aug 2016

Director, Demand Generation & Outbound Marketing

Xplore Technologies, Austin, TX (On-site)

Type: Full-time

- Built a high-functioning outbound marketing team to support global sales force in the areas of demand generation, brand awareness, content marketing, print and digital design
- Created and lead integrated digital, traditional, and content syndication strategy to ensure brand exposure, share of voice, and demand generation in key vertical markets. Responsible for leadership, management, and development of outbound marketing team, contractors, and external agencies.
- Managed large-scale marketing and sales stack platform migration; implemented and launched Marketo; created and launched multi-touch email marketing strategy resulting in a 20% increase in open rates and 15% increase in click rates and engagement.
- Led website redesign for 11 localized global websites in 6 languages; accelerated the timeline by identifying efficiencies of scale, involving various internal and external resources, and launched with more features than originally scoped.
- Designed and launched global brand awareness and demand generation strategy in key market verticals that included extensive content marketing, PR, SEM/SEO strategy, display, retargeting, and direct mail PURL campaign positioning Xplore as the Rugged Tablet Authority to recruit new channel partners
- Led redesign and content refresh of product and industry-focused collateral Increased conversions by 30% through SEO and UX improvements on new website Managed \$2 million marketing budget

Nov 2013 — Dec 2014

Director of Product Management, Marketing Automation Services

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

Type: Full-time

- Owned the design, development, training, and launch of a new marketing automation service, using Marketo as the backbone, that enabled community banks and credit unions to affordably and easily add email marketing to their growing integrated digital investments with BancVue.
- Designed and documented multi-touch campaign strategy and flow to support the launch of a new BancVue service to promote and convert account holders on behalf of client institutions
- Launched workspaces and lead partitions for more than 30 financial institution clients within 6 months after implementing Marketo.
- Benchmarked against clients offering the same products without the Marketo campaigns, clients who participated experienced a 45% increase in account-holder registration and adoption of products over clients who did not use the campaigns, based upon comparable audience and asset size.

Jan 2005 — Jan 2007

Sr. Media & Lead Generation Manager

Hoover's, Inc., D&B Company, Austin, TX (On-Site)

Type: Full-time

- Owned, optimized, and led team of three (3) to support all digital and traditional media tactics, including SEO, SEM, display, magazine, newspaper, direct response radio, agency relationships
- Identified gaps in reporting and implemented tracking strategies to bring visibility into accurate marketing attribution
- Optimization tactics improved inbound cost-per-lead by 150% and drove more than 20k top-of-funnel leads each month

EARLIER & DETAILED EMPLOYMENT & PROJECT HISTORY AVAILABLE UPON REQUEST

Similar experience for companies such as Adometry, Hoover's, Inc., Tuesday Morning, Travelocity.com, an internet marketing agency, a small PR agency, and the Waco Tribune Herald.