

HOUSTON TEAMER

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SUMMARY

B2B demand generation and ABM strategist with 8+ years of B2B enterprise software marketing and 5+ years in agency-side paid media. I plan tiered account programs for enterprise software and SaaS companies, including AI, security, data infrastructure, fintech and healthcare, across North America, EMEA, APAC and ANZ. I personalize them by account and judge them by MQL, SQL, opportunity and pipeline, not platform conversions. U.S. Marine Corps veteran.

EXPERIENCE

Alcamo Marketing | Senior Demand Generation Strategist | Apr 2024 to Present | Remote

- Own ABM strategy for enterprise software and SaaS clients. For a global payments client, built the US, UK and ANZ ABX program, including a 122-account ANZ target list, stage-based messaging, and LinkedIn and Demandbase creative plans.
- Run account selection and targeting: score and tier accounts (T1/T2/T3) against each client's ICP, align with Sales on target accounts and buying stages, then reach C-suite buying groups through LinkedIn, 6sense and Demandbase with stage-specific messaging and landing pages.
- Lead account-level personalization with ads and landing pages that insert each target company's name. For one client, validated tracking and audience requirements for a LinkedIn personalization pilot and retested pages after security-policy changes.
- Design the audience strategy behind each program, including regional and funnel-stage LinkedIn audiences built from AdRoll-sourced inputs for an HR tech client's AI product launch.
- Direct seven-figure paid media investments across North America, EMEA, APAC and ANZ, setting channel mix and moving budget toward the accounts, regions and channels that build pipeline.
- Own measurement from first touch to pipeline, tying results to MQL, SQL and opportunity in Salesforce, HubSpot and Marketo, and present it in Looker Studio to client leadership, including CMOs, CROs and sales leaders.
- Manage the contractor teams that run ABM and paid media on my accounts and set their operating standards, including onboarding and training, a two-person Builder/Reviewer QA process and platform checklists. Selected to lead the media team for a newly signed ABM-platform client.
- Own paid search programs end to end, from strategy and build through execution and reporting. On one cybersecurity account, cut spend 56% while holding conversion volume, with CTR up 50% and CPC down 39%.
- Lead paid search strategy for enterprise software accounts, including a regional build across the US, India and Israel for a database company and a 14-campaign account built from scratch for a healthcare software company.

HawkSEM | Search Engine Marketing Manager | Sep 2021 to Mar 2024

- Owned paid search strategy and results for a portfolio of agency clients, measured against revenue, lead and profitability goals.
- Built and optimized Google Ads and Microsoft Advertising programs across structure, keywords, bidding, audiences, budgets and testing.
- Ran account audits and wrote roadmaps for expansion, efficiency and measurement, then reported results to client executives.

Loma Media | Digital Marketing Lead | Feb 2021 to Sep 2021

- Ran paid search, paid social and analytics programs for public-sector, B2B, education and nonprofit clients, including a global IT provider.
- Led digital advertising for the San Diego Police Department recruitment initiative, which contributed to the largest and most diverse Academy class in department history.

Earlier: Independent Digital Marketing Consultant (2019 to 2021); Marketing Associate, Eqqo Digital (2018 to 2019)

U.S. Marine Corps | Ground Communications Technician (MOS 2841) | Jun 2010 to Nov 2015

- Kept mission-critical communications systems ready, led a team of Marines and coordinated with senior leadership.

EDUCATION

ALM, Management, Harvard Extension School, expected December 2026

B.S., Marketing, California State University, Northridge, 2018

A.A., Accounting and Business/Management, West Los Angeles College, 2015

SKILLS

ABM and intent: Demandbase, 6sense, Userled, Bombora intent data, account tiering, ICP scoring, buying-group and stage targeting

Paid search: Google Ads, Microsoft Advertising, Google Ads Editor

Paid social: LinkedIn (Sponsored Content, Conversation Ads, Thought Leader Ads, InMail), Meta, Reddit

Organic and AI search: managed SEO and AEO/GEO workstreams delivered by specialist teams; Google Search Console

Measurement: Salesforce, HubSpot, Marketo, GA4, Google Tag Manager, Looker Studio, LinkedIn Insight Tag and CAPI, Meta CAPI, offline conversions, cross-domain tracking

Planning: forecasting, budget allocation and pacing, cost-per-opportunity analysis