



CONNECTING PEOPLE WITH BRANDS AND EXPERIENCES.

Builds marketing systems that drive pipeline—not just attention. Strategic, hands-on marketing leader with 20+ years of experience defining positioning, crafting narratives, and executing go-to-market strategies that deliver measurable growth.

Operates as a player-coach—equally comfortable setting direction and executing across content, campaigns, SEO, events, and marketing operations. Known for aligning Marketing, Sales, Product, and Customer Success around messaging that converts.

MARKETING MANAGER Volaris/AWF/WCO (2022-)

Software, SAAS, Higher Education, Film & Studio Production, Asset Management, Remote, Budget Management, People Management, Trade Show Management

- » Repositioned a niche SaaS product into a competitive category player—driving measurable growth across brand and demand.
- » Increased lead generation 150% and conversion rates 120% by rebuilding the website, messaging, and full-funnel experience
- » Drove \$5M+ in annual revenue through integrated campaigns spanning email, web, content, and events
- » Led full brand transformation (voice, visual identity, positioning) resulting in 200%+ engagement growth
- » Built and scaled multi-channel campaign systems that aligned Marketing, Sales, and Product around shared outcomes
- » Partnered directly with Sales to create GTM strategies and assets that improved adoption and close rates
- » Concepted and executed high-impact trade show experiences (NAB, EDUCAUSE) that generated meaningful pipeline—not just booth traffic
- » Elevated brand perception to match enterprise buyers—making the company look and feel like the category leader it was becoming

BRAND MARKETING MANAGER HYBRENT INC. (2018-2022)

SAAS, Healthcare, Procurement, Startup, B2B

- » Built clarity and demand in a complex, low-interest category—turning marketing into a growth driver.
- » Developed a clear, differentiated brand narrative in a crowded procurement space
- » Created campaigns, sales materials, and content systems that improved pipeline quality and close rates
- » Delivered 100+ sales presentations, RFPs, and pitches, directly supporting revenue generation
- » Led HiTrust certification initiative, bridging marketing, compliance, and technical teams
- » Expanded digital presence through targeted messaging and content strategy
- » Managed trade show strategy focused on balancing brand storytelling with lead generation performance

Core Strengths: Go-to-Market Strategy · Product Positioning · Messaging & Narrative · Demand Generation · Content Strategy · Pipeline Growth · SEO & Web Optimization · Sales Enablement · Marketing Automation · Cross-Functional Leadership · Event Marketing

SALES/MARKETING MANAGER CARLSON (2015 - 2018)

Remodel Construction MKT, B2B/B2C, Project Management, Community Marketing

- » Owned full customer lifecycle from acquisition through close, combining marketing strategy with direct revenue generation
- » Generated \$1M+ in revenue through integrated campaigns and consultative selling
- » Built localized campaigns based on audience insights and community targeting
- » Executed event marketing strategies that converted engagement into signed business

MARKETING MANAGER IC FLOW CONTROLS (2014 - 2015)

Industrial Manufacturing Equipment, B2B

- » Led product marketing and brand strategy across five business units
- » Translated product offerings into clear market positioning and messaging
- » Supported \$1.7M in YoY revenue growth and multiple product launches
- » Built scalable brand and marketing systems used across global teams
- » Developed trade show and campaign strategies that increased engagement and lead capture

ADDITIONAL EXPERIENCE (2001-2021)

*Freelance Designer and Copywriter (2009-2026)
Brand Manager, Newport Brass / Masco. (2006-2009)
Art Director/ Designer/ Copywriter, Iwanna (2005)
Art Director/Copywriter, Raceweek Magazine (2006-2007)
Visual Merchandising Manager, Belk Inc. (2001-2005)*

EDUCATION (2000-2025)

*Appalachian State University - BS
Advertising & Marketing, 2001-2005*

VOLUNTEER - WishBone Canine Rescue -
Marketing / Technical Support / Fundraiser Software Implementation

TECH SKILLS & CORE COMPETENCIES -Adobe CC, Wordpress, Wix, MS365 (all), G-Suite, Google Analytics, Hubspot, Salesforce, Proposify, Asana, Hootsuite, Meta, Adwords, macOS/ Win11/Linux, Cheetah 3D, Apple Keynote, MS Projects, Jira, Confluence, OpenAI, Firefly, Gemini, and several more AI tools.



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