

Barrett Wilcox

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SUMMARY

Senior B2B growth leader with more than 10 years building acquisition programs, pipeline strategies, **account based marketing** motions, and scalable campaign systems across technology and SaaS environments. Combines analytical judgment with creative campaign development, using **audience segmentation**, **intent signals**, experimentation, SQL, Excel, and **performance reporting** to turn uncertain growth opportunities into repeatable demand programs. Partners closely with sales leadership, marketing operations, product marketing, data teams, and outbound representatives to align go to market priorities and improve demand capture. Career includes launching zero to one programs, automating multichannel outreach, developing enterprise content, and translating campaign learning into practical operating frameworks. Brings thoughtful mentorship, clear communication, and disciplined testing to high growth B2B organizations, with a strong interest in contributing measurable pipeline and durable revenue visibility.

EXPERIENCE

Senior Director, Growth Marketing

January 2023 - Present

AsterPeak Software

San Francisco, CA

Leads acquisition strategy for a multi product B2B SaaS portfolio, connecting ABM, intent data, SQL, Excel, and multichannel campaigns with pipeline goals. Directs cross functional planning across sales, marketing operations, product marketing, data teams, and outbound representatives. Establishes repeatable systems, reviews performance, and guides decisions that improve campaign quality and revenue visibility.

- Built **ABM** audience tiers with intent data and SQL, giving **sales** clearer account priorities.
- Automated multichannel outreach workflows in partnership with **marketing operations**, improving campaign handoffs.
- Tested landing page and **content** concepts through structured experiments, sharpening **demand capture** decisions.
- Created Excel reporting views for pipeline diagnostics, helping executives act on campaign learning.
- Coordinated **product marketing** and outbound teams around launches, resolving blockers before execution.
- Documented quality checks and operating decisions, giving distributed teams consistent campaign standards.

Growth Marketing Lead

June 2020 - December 2022

BlueHarbor Cloud

Oakland, CA

Led enterprise **demand generation** and lifecycle programs tied to quarterly pipeline objectives. Managed automated nurture systems, campaign planning, performance analysis, and stakeholder coordination across sales and product teams. Turned campaign findings into repeatable operating practices that supported stronger execution and clearer go to market alignment.

- Launched automated nurture paths for enterprise prospects, improving lifecycle continuity across buying stages.
- Partnered with **sales leadership** on quarterly pipeline planning, aligning campaign priorities with revenue needs.
- Segmented cloud audiences by account attributes and engagement signals, improving outbound focus.
- Used **SQL** and **Excel** to diagnose funnel movement, helping teams refine campaign investment.
- Produced campaign briefs and content plans with **product marketing**, keeping messaging relevant for buyers.
- Presented performance findings to cross functional leaders, converting feedback into practical tests.

Demand Generation Manager

July 2017 - May 2020

Juniper Ridge Analytics

San Jose, CA

Managed integrated demand programs for analytics products, including account tiering, campaign content, funnel reporting, and coordinated outreach. Worked across marketing, sales, and product stakeholders to improve **targeting** and create a dependable rhythm for performance review. Supported **experimentation** and documentation that made campaign execution easier to repeat.

- Created account tiering models for **analytics** buyers, helping representatives focus outreach on stronger opportunities.
- Developed campaign content briefs from audience research, giving product teams clearer message direction.
- Built funnel reports in Excel, exposing conversion gaps for weekly **optimization** discussions.
- Tested email sequencing and calls to action, producing practical learning for future campaigns.
- Coordinated marketing and sales reviews, turning pipeline questions into focused campaign adjustments.
- Standardized campaign documentation, reducing ambiguity during launches and stakeholder handoffs.

Marketing Strategy Analyst

June 2015 - June 2017

Cedar Lane Technologies

Santa Clara, CA

Supported **B2B acquisition** planning through market research, SQL analysis, Excel modeling, campaign briefs, and early experimentation. Provided analytical support for audience decisions, content planning, and performance discussions while collaborating with marketing and sales partners. Built practical reporting and documentation habits that prepared teams for scalable growth programs.

- Analyzed market segments with SQL queries, helping planners define audiences for acquisition tests.
- Built Excel models for campaign reviews, making performance patterns easier for managers to interpret.

- Drafted campaign briefs from research findings, connecting buyer needs with planned outreach.
- Supported early demand experiments, recording results that informed later program decisions.
- Coordinated input from sales and product colleagues, keeping campaign assumptions grounded in field feedback.
- Created reusable analysis templates, improving consistency across recurring marketing reviews.

PROJECTS

Enterprise Pipeline Acceleration 📅 2024

Created a repeatable account based pipeline framework using audience segmentation, intent signals, automated outreach, and executive reporting. Connected sales priorities with campaign testing and clear performance reviews.

Lifecycle Campaign Operating Model 📅 2022

Built a practical lifecycle model for enterprise prospects, combining nurture paths, campaign content, funnel analysis, and cross functional review routines for stronger demand capture.

LEADERSHIP & AWARDS

- Recognized by executive stakeholders for creating clearer pipeline reporting and actionable campaign insights.
- Selected to lead cross functional growth planning across sales, marketing operations, product marketing, and data teams.
- Received internal recognition for launching repeatable acquisition programs from initial concept through operating adoption.

EDUCATION

Bachelor of Science in Marketing

2015

San Jose State University GPA: 3.5

San Jose, CA

Coursework: Marketing analytics, consumer behavior, business statistics, integrated marketing communications

CERTIFICATIONS

- Google Analytics Certification 📅 2026
- SQL for Marketing Analytics, University Continuing Education 📅 2025

TECHNICAL SKILLS

- **Account Based Marketing:** ABM, account tiering, intent data
- **Campaign Automation:** multichannel outreach, nurture systems, lifecycle campaigns
- **Analytics Tools:** SQL, Excel, Google Analytics
- **Demand Generation:** pipeline generation, demand capture, funnel reporting
- **Audience Strategy:** audience segmentation, targeting, account prioritization
- **Experimentation:** A B testing, experiment design, test planning
- **Go To Market:** go to market strategy, launch planning, sales alignment
- **Marketing Operations:** campaign workflows, quality checks, process documentation
- **Content Marketing:** enterprise content, campaign briefs, messaging development
- **Performance Reporting:** pipeline metrics, campaign diagnostics, executive reporting
- **Lifecycle Marketing:** lead nurturing, buying stages, engagement paths
- **Revenue Operations:** pipeline reviews, operating frameworks, revenue visibility

SKILLS

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|---------------------|-------------------------|-------------------------|-------------------------|
| • ABM | • Pipeline Strategy | • SQL | • Lifecycle Marketing |
| • Growth Marketing | • Audience Segmentation | • Excel | • Performance Reporting |
| • Demand Generation | • Intent Signals | • Experiment Design | • Content Strategy |
| • Revenue Marketing | • Campaign Automation | • Go To Market Strategy | |

PROFESSIONAL AFFILIATIONS

- Member, American Marketing Association, with focus on B2B growth, analytics, and responsible customer engagement.
- Participant, Revenue Operations community, sharing practical approaches for campaign measurement and sales alignment.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST