

— Philip Mann —

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High-performing marketing professional with 15 years of experience in multi-channel campaigns and cross-functional team leadership. Expert in lifecycle marketing, demand generation, and lead optimization. Skilled in market expansion, CRO, and strategic planning to drive growth and achieve organizational goals. Passionate about empowering team members, fostering collaboration, professional development. Having built a career from individual contributor to leader, with additional experience in education, sales, entrepreneurship, board member, advisor and artist — now ready for the next challenge.

SKILLS: Account-Based Marketing Customer profiling Pain points analysis Content generation
Audience segmentation Demand & Lead Gen Technical SEO Refining PPC Buying personas
Market research Competitive Analysis Lifecycle Management Statistical Analysis Copywriting

TECHNICAL PROFICIENCIES: Marketo Hubspot Salesforce Pardot SEMRush
Trustpilot G2 WordPress Chat automation SalesLoft LinkedIn Ads SalesNav
ZoomInfo Apollo 6sense Google Analytics 4 All Ads Platforms Looker

SELECTED PROFESSIONAL EXPERIENCE

— Elementum, Lehi UT (Remote), **Senior Lead Generation Manager**, Apr 2022 – Jul 2024 —

- Increased KPIs 43% in the big data/B.I. spaces for held sales-qualified meetings
- Supported growth from \$3.2MM to \$9.3MM total pipeline
- Created lifecycle management for decision-makers, ICP personas leading to 146 opportunities in 202 days
- Managed \$1MM PPC deck. CPM down 60%, CPC 81%, CPA 20%, and CRO increased 3% MoM
- Creation of multi-funnel, multi-touch attribution marketing mix, increasing conversion rate at BoFu
- Oversaw Marketo, SFDC, Hubspot, ZoomInfo, and 6sense MarTech Stack for ABM net-new acquisition
- Originated new content-marketing strategy from keyword research to SEO optimization, leading to over 1,000 improved keyword ranks and acquisition of 53 top-10 non-branded keywords
- Authored high-performance web, email, display, webinar & whitepaper collateral increasing conversions
- Hosting monthly events for VP/CIO/CTO prospects to network and actively engage in our data-enablement community, creating highly engaged MQLs
- Maximized investment in tradeshow attendance, leading to an average of 25 qualified opportunities per event
- Led direct reports for: BDRs, design (web and OOH), e-mail, SEO content, procurement, analytics reporting

— Reliant Technology, Atlanta GA, **Senior Digital Marketing Strategist**, Jul 2020 – Apr 2022 —

- Devised and ran strategy and new-business acquisition for data center services and sales
- Increased close-won margin from online sources by 24%, lead-flow by 31%, new users by 26%
- Originated ICP personas and verticals, creating deep, valuable content positioning the company in thought leadership, expertise, and customer service around ITAM pain-points, opening a floodgate of new leads
- Managing the lifecycle and lead-generation across the buying journey of all audiences with ROI/CPA analysis, leading to a reduction in spend, and an increase in MQLs
- Launched PPC Ads (Google, YouTube, LinkedIn, Facebook, AdRoll) – managing a team of PPC experts to retain share of voice, drive lead flow
- Managed direct report contributors for SFDC lifecycle marketing, copywriting, SEO, PPC, and analytics

- Turned email marketing profitable – both prospecting from cold leads to re-engaging current leads at all life-cycle stages. Creating personalized and effective out-bound email to improve open rates by 20% and CTOR by 30%
- Revamped organic / SEO Marketing – keyword gap/overlap based on search queries and intent
- Overseeing and management of editing and writing of blogs and cornerstone content
- Launched new site, new ticketing/ITAM system, new ABM strategy

— **Creative Approach, Atlanta GA, Digital Marketing Specialist, Sep 2019 – Jul 2020** —

- Pioneered new outreach strategy and increased subscriber count by 20%
- Led email marketing optimization: doubled open rate, CTR raised by 136%
- Created new CMS, CRM and web store around e-commerce best practices
- Managed in-person sales and networking events with industry contacts
- Optimized SEO, SEM and SERP strategy, establishing back-link, affiliate and rewards programs
- Oversaw PPC advertising (Google, Facebook, Instagram), with a strong focus on geolocation/geo-fencing
- Led marketing from social media management, design, and copywriting for two locations
- Owned content and e-mail marketing, collateral create of blogs, white papers, and landing pages
- Created bespoke lead capture devices campaign
- Led direct reports for BDR, SEO, and analytics reporting

— **Time To Escape, Atlanta GA, Marketing Specialist, Nov 2018 – Sep 2019** —

- Ran full SEO/SEM optimization of site, driving company to #1 on SERPs
- Created end-to-end campaigns for digital and print, resulting in 30% uplift of AOV
- Implemented Strategic planning and content creation for multiple audience segments
- Owned PPC ads: optimized CPA/CTR by 5% including geolocation/geo-fence planning and campaign budgeting
- Led Event management and planning
- Managed lead generation from social and search campaigns
- Customer retention strategy and re-conversion optimization
- Review tracking for continuous improvement of marketing KPIs
- Oversaw CMS and CRM Management, led direct report for SEO management

— **Ideal World Shopping Direct, Peterborough UK, Web Copywriter, Dec 2016 – Apr 2018** —

- Creating and managing marketing and sales copy for up to 5,000 existing products across 11 departments
- Owning SEO-compliant, content-based marketing materials, blogs, and journalistic articles for article-based promotion and direct e-mail marketing to over 2 million weekly customers
- Pioneered and launched the first content-based marketing articles for the company, producing several articles and guides every month, expanding online sales

EDUCATION

— **Bachelor of Arts (Honors) Degree, Upper Second-Class Honors (II-I) - Sep 2005- Aug 2008** —

- Contemporary Theatre Practice East15 Conservatory Essex University, Essex, UK
 - (Equivalent to 3.8 GPA)