

# MARK BENOIT

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## Digital Marketing Strategist

Revenue driver for digital marketing agencies and their clients through creation and execution of marketing strategies for enterprise brands, high-growth SaaSs, and SMBs. Proven history of driving upsells and new business with a \$60k plus AOV, leading to millions of dollars in agency revenue. Strategic planner and accomplished team leader with over a decade of experience. Trustworthy, resilient under stress, with a comprehensive understanding of digital marketing.

Expertise includes:

- Multi-channel Demand Generation
- Performance Marketing
- SEO & Content Marketing
- Creative Strategy
- Web Analytics
- B2B Marketing

## WORK HISTORY

ALANIZ MARKETING, San Francisco, CA (Remote)

2022-2023

### **Director, Marketing Strategy**

Dynamic leader orchestrating digital marketing initiatives for diverse B2B clientele spanning SaaS, fintech, and computer hardware sectors. Proficiently design and execute full-funnel strategies encompassing paid media, LinkedIn cold outreach, email, and content marketing.

- Amplified startup video conferencing brand usage by over 90%, driving 8,000+ app installs.
- Slashed free trial CPA for SaaS product by a 80% through strategic channel realignment.
- Guided and inspired a multifaceted marketing team comprising media buyers, marketing automation experts, organic social media specialists, and copywriters.

POWERED BY SEARCH, Toronto, ON (Remote)

2021-2022

### **B2B Growth Advisor (Business Development Strategist)**

New business strategist responsible for developing demand generation roadmaps to scale demos, trials, and sales for B2B SaaS companies. Constantly communicated with SaaS founders, CEOs, and Heads of Growth from across the globe leading the entirety of the sales process inclusive of discovery calls, customized strategy sessions, proposal development and presentation.

- Closed \$650k in new business during three-month period, obtaining 130% of quarterly quota run rate.
- Selected right-fit clients that did not churn, led to client testimonials, and were upsold after onboarding.
- Developed and effectively communicated paid media, SEO, and positioning/messaging demand generation strategies for product and sales led B2B SaaSs.

LINX DIGITAL AGENCY, Jackson, WY (Remote)

2019-2021

### **Director, Account Management**

Principal YouTube paid ads strategist for the agency's entire client roster (10 to 15 clients) and lead account manager for key accounts. Responsible for \$500,000 to \$1 million media spend per month for high ticket info-product and Direct to Consumer ecommerce clients.

- Increased quarterly client retention rate from 33% to over 75% based on improved performance (ROAS/CPA), processes, and professionalism.
- Relentlessly pushed for media-buying strategy shift that enabled efficient scaling of multiple accounts leading to 25% increase in YoY revenue.
- Lead changes to the organizational structure that increased efficiency, improved creative quality, and reduced burnout.
- Managed 10 plus employees and freelancers for media buying, tracking implementation, conversion rate optimization, script writing, video production, video editing, and client delivery.

RA DIGITAL, Chicago, IL (Remote)

2018-2019

**Director, Digital Strategy and Account Management**

Managed development of systemized process to deliver B2B content and digital marketing services to digital agencies. Process includes onsite content refresh, blogging, executive podcast placement, content promotion, paid placement, and social media strategy among other components. Worked closely with company founder to define new systemized product offering, scope, and deliverables.

- Managed content writers and digital marketers to ensure client deliverables were executed per schedule.
- Account Manager, strategy contributor, and principal contact to five concurrent clients.
- Wrote client marketing collateral inclusive of case studies, press releases, blogs, and social media posts.

RISE INTERACTIVE, Chicago, IL (Remote)

2007-2017

**Associate Director, Digital Strategy (2013-2017) - Senior Solutions Manager (2011-2013)**

Played significant role in growing agency from 10-person boutique agency to 250-person organization with roster of 40 plus enterprise clients. Successfully developed and/or executed direct response, lead generation, and branding strategies that strongly contributed to a 60x increase in agency annual revenue during a ten-year period.

Founding member and senior strategist of the solutions engineering group. Client facing business development role created to provide technical expertise during sales process. Worked closely with sales representatives providing initial marketing strategy, proficiency on sales calls, and win theme to close the deal. Earned promotion in 2013.

- Developed marketing strategies for enterprise level e-commerce, lead-generation, and branding clients leading to over \$100 million in agency revenue.
- Led cross-functional team collaboration through RFP response process serving as final editor and contributing subject matter expert (SME) driving an 85% invitation rate to the presentation round and 33% overall win rate.
- Conducted competitive analyses and digital marketing audits to identify and quantify increased revenue and/or ROI improvement opportunities for potential clients providing custom value proposition ("silver bullet") for each prospect.

**Marketing Manager**

2008-2011

Led marketing department as agency evolved its client targeting from small businesses to national/global enterprises.

- Led company website redesign, oversaw SEO, and managed blog driving 500% increase in inbound traffic.
- Created and syndicated potential and current client newsletters driving 100 plus leads and 10 plus upsells.
- Led lead generation strategy inclusive of webinars, social media, marketing awards (e.g. Inc. 500), and trade shows.

**Client Services Manager**

2007-2008

Managed a book of business serving as strategist, account manager, and media tactician for up to five concurrent clients.

- Increased conversions and ROI for all clients utilizing one or more channels inclusive of SEM, SEO, Display, and Affiliate.
- Launched LATAM office inclusive of location selection, employee recruitment, hiring, and process development.

**EDUCATION**

MBA, Marketing, Graziadio School of Business, Pepperdine University, Malibu, CA

B.A., Political Science, West Virginia University

**CERTIFICATIONS**

Google Analytics

Google Ads

HubSpot Marketing Software

**LANGUAGE**

English: Native

Spanish: Proficient