

Marketing Executive Driving Scalable Growth

GTM Strategy | Product Marketing | Automation | Revenue Marketing

Building modern marketing engines for fintech, SaaS, and B2B organizations —
aligning strategy, systems, and storytelling to drive measurable growth.

CASE STUDY 1

Automation Overhaul | 70% Sales Conversion Lift

Challenge: The company's sales funnel lacked structure and automation, resulting in inconsistent follow-up, low engagement, and underperforming conversions.

Approach:

- Implemented Salesforce Marketing Cloud and full-funnel automation
- Integrated CRM, website, and communication platforms
- Developed behavior-based journeys, lead scoring, and segmentation
- Rebuilt email, landing pages, and nurture content

Outcome:

- 70% increase in sales conversions
- Faster lead velocity and improved qualification
- Higher sales visibility and predictability
- More consistent customer experiences

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CASE STUDY 2

GTM Product Launch | \$4M+ Raised

Challenge: Firm needed a compelling new investment product and GTM strategy to diversify revenue and attract institutional capital.

Approach:

- Conducted market sizing, competitive research, and product positioning
- Built branding, messaging, and investor materials
- Designed roadshows, presentations, and data-driven marketing
- Partnered with sales, compliance, and leadership to streamline approvals

Outcome:

- Successfully raised over \$4M
- Product established as a differentiated investment vehicle
- Strengthened institutional relationships and long-term client value

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CASE STUDY 3

Digital Transformation | 1,000% Engagement Growth

Challenge: Brand visibility was declining; engagement lacked modern digital structure.

Approach:

- Led website redesign and SEO optimization
- Built a unified content strategy across email, social, and digital
- Upgraded analytics to track engagement and refine messaging

Outcome:

- 1,000%+ increase in audience engagement
- Expanded reach in target markets
- Modernized brand identity and accelerated lead flow