

KYNDALL ELLIOTT

Head of Marketing | AI-Native B2B SaaS Growth | Demand Gen, AI Search, Marketing Ops

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86%

of sales pipeline sourced by marketing at Workzone

27%

revenue growth at CareerCircle

6x

email's share of pipeline at CyberSaint

203%

community sales growth at Workweek

SUMMARY

B2B marketing leader who builds the strategy, pipeline and AI systems that make marketing a growth engine. Nine years across SaaS, workforce tech and cybersecurity, plus a founder's instinct for doing more with less.

EXPERIENCE

Head of Marketing / [Workzone](#)

Remote · Aug 2025 – Present

Report to the CEO. Own strategy, positioning, brand, demand gen, marketing ops and agency partners for a B2B project management SaaS selling to healthcare, higher ed and marketing teams.

- **Doubled sales-qualified demos year over year (Q3 2026) and passed all of 2025's total by mid-October**, after trailing 2025 by 28 at midyear, driven by the first full marketing plan, delivered within 90 days of joining.
- **Grew marketing's share of sales pipeline to 86%** across paid search, organic and AI search, the free trial, email and events, giving sales a steady flow of meetings without relying on outbound prospecting.
- **Made Workzone the #1 project management brand by average position in AI answers, ahead of Asana, Monday and Smartsheet**, by building AI search tracking and content from scratch. AI search demos grew 6x in a year.
- **Grew new pipeline channels from 3% to 28% of sales-qualified demos in one year.** Grew paid search 6x, turned the free trial into a demo source and built AI search visibility, cutting dependence on events and outbound.
- **Raised the share of demos that move into active evaluation from 41% to 58%** after rebuilding positioning from 85 recorded sales calls and a year of win/loss data, so marketing attracted the buyers Workzone actually wins.
- **Made AI part of the daily workflow from the CEO to Customer Success.** Brought Claude Cowork, MCP and Lovable to Workzone and onboarded the teams. The CEO now builds his own customer-facing tools, Customer Success automated QBR follow-ups, and the company's AI integration roadmap came from a 65-tool shortlist I ran.
- **Coached a cross-functional teammate into building his own AI tools.** Introduced him to Lovable and directed his marketing work on the product tour rebuild, a launch video and AI search content. He now ships his own dashboards.
- **Connected the company's data to AI through MCP so leadership could get answers on demand instead of waiting on reports.** Replaced new software purchases with 12 AI-built dashboards, approval workflows and event apps, built in days without new contracts or engineering time.
- **Made events the #1 source of sales-qualified demos this fall (36% in October)** by replacing the standard notebook-and-pen booth with experiences people sought out: a rainbow-hat scavenger hunt with a live tracker app, grand prizes, and new messaging and branding. Two fall shows booked 10 demos in three weeks.

Senior Digital Marketing Specialist / [CareerCircle](#)

Remote · 2023 – Aug 2025

- **Grew revenue 27%** by connecting paid, SEO content, lifecycle nurture and lead scoring into one demand engine instead of four programs that didn't talk to each other.
- **Mentored 2 junior marketers, one of whom now runs the events program end to end**, and managed the agencies and contractors behind paid, SEO and content, raising agency ROI 60%.

- **Delivered close to 300 SQLs from paid and grew inbound leads 9,000%** from a standing start across Google Ads, LinkedIn Ads, SEO and email nurture.
- **Rebuilt the HubSpot foundation sales ran on before a single campaign launched:** lead scoring that defined an MQL, cleaner handoffs, and email health raised from 6 to 8 out of 10.
- **Grew direct traffic 38% in 2024** by rebuilding landing pages for content that had traffic and no engagement, and ran 20+ events a year that grew return visitors 31%.

Content Marketing Lead / [Workweek](#)

Remote · 2022 – 2023

- **Grew community sales 203% and education sales 178%** across a dozen creator brands by running course, community and event launches as full campaigns with waitlists, early-bird windows and partner cross-promotion.
- **Lifted engagement 53% across email, social, community and gated content**, writing every launch in each creator's voice, with launch pages converting as high as 37%.
- **Gave a dozen creators visibility into their own campaigns** by leading the Monday.com and Databox rollout, so the team planned launches from one view instead of Slack threads.

Performance Marketing Specialist / [Bonusly](#)

Remote · 2022

- **Quadrupled LinkedIn campaign performance** with an account-based campaign built alongside Sales and aimed at HR leadership.
- **Brought paid media in-house from an agency** and rebuilt tracking across Google, Bing, LinkedIn and Facebook, making return on ad spend visible in Databox for the first time.
- **Took a LinkedIn landing page from 0% to 7% conversion** and lifted nurture page conversion 12% with new pages and rewritten HubSpot nurture flows.

Content Marketing Specialist / [CyberSaint Security](#)

Remote · 2020 – 2022

- **Grew email's share of pipeline revenue 6x, from 2% to 12%**, by treating tone as the distribution strategy: tighter segmentation, constant testing and copy security buyers wanted to open.
- **Raised email open rates from 3% to 40%** on a program buyers had stopped reading.
- **Grew social engagement 698%** with a LinkedIn and Twitter content plan written for a cybersecurity audience.

Founder and Owner / [Shutterkey](#)

Moscow, ID · 2016 – 2022

- **Grew a wedding photography business from \$8,000 to \$150,000 a year in revenue** as the entire company: brand, website, SEO, social, pricing, sales and books.
- **Ranked #1 on Google for wedding photography across Moscow and Pullman** and held it, making search the business's biggest source of bookings.
- **Built a vendor referral network that drove 33% of inquiries** by turning every wedding into content venues, planners and florists wanted to share, and earned a nomination for Rangefinder's 30 Rising Stars of Wedding Photography.

Earlier: Marketing Coordinator, University of Idaho (2015 – 2017)

PORTFOLIO

See what I've launched and built & the work behind the numbers: kyndall.info

SKILLS

Leadership: Marketing strategy · Go-to-market · Positioning · Pipeline attribution · Agency management

Growth: Demand gen · ABM · Product-led growth · Lifecycle email · Paid search and social · SEO and AEO · Events

AI and tools: Claude (Cowork, agents, MCP) · Lovable · Python · HubSpot · GA4 · GTM · Google Ads · LinkedIn Ads

EDUCATION

B.A. in English Literature, University of Idaho, 2015