

KYNDALL ELLIOTT

DIGITAL MARKETING SPECIALIST

CONTACT

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EDUCATION

B.A. in English Literature

The University of Idaho
Moscow, ID | 2015
GPA: 3.8./4.0

SKILLS

- Hubspot Email Marketing
- Google Tag Manager
- Lifecycle Marketing
- Social Media Marketing
- SEO/SEM
- Brand Storytelling
- A/B Testing
- Go-To-Market
- Demand Generation
- Meta/LinkedIn Ads
- HubSpot Certifications
- Discord
- Adobe Creative Suite
- WordPress
- Monday.com/Trello

PROFILE

Ambitious T-shaped marketer who thrives on developing lead-generating copy and optimizing campaigns to achieve revenue goals. Loves high-performing, data-driven initiatives and a passion for decrypting what drives conversions. Track record of successfully achieving demand-generation revenue goals, effective lifecycle marketing campaigns, and detailed GTM strategies.

EXPERIENCE

CONTENT MARKETING LEAD

WORKWEEK | AUSTIN, TX | 2022 - 2023

- Carried out content initiatives across multiple brands through email, social, community, and gated content leading to a 53% improvement in engagement.
- Executed multi-channel campaigns with content creators, education, and community driving growth across multiple B2B brands, resulting in a 178% increase in sales.
- Implemented Monday.com and Databox integration company-wide, and created GTM plans to holistically market B2B brands across education, community, and events.
- Developed targeted lifecycle marketing campaigns to engage readers, convert leads, and retain customers. Conversion rates on Unbounce landing pages and email open rates grew by 17% and 23% respectively.

PERFORMANCE MARKETING SPECIALIST

BONUSLY | DENVER, CO | 2022 - 2022

- Managed and optimized PPC on Google Ads, Bing, and through strategic partnerships to generate high-quality, high-intent leads.
- Refined and reworked LinkedIn ad campaign targeting, resulting in a 400% increase in campaign performance.
- Optimized nurture campaigns and landing pages in Hubspot to reduce bounce rate, improve traffic flow, and increase conversions for top-of-the-funnel audiences.
- Assigned projects to freelancers while managing their availability, areas of expertise, and deadlines to keep projects on schedule.

CONTENT MARKETING SPECIALIST

CYBERSAINT SECURITY | BOSTON, MA | 2020 - 2022

- Grew audiences across all social platforms and increased social engagement by nearly 700%. Leveraged a multichannel digital content strategy to drive leads.
- Increased email open rates from 3-4% to 30-50% through audience targeting, segmentation, and A/B testing in HubSpot.
- Adeptly managed lifecycle marketing and demand generation through multiple channels, including but not limited to LI, FB, and SEM.