



Bryan Epstein

EXPERT IN MARKETING OPERATIONS, MARKETING AUTOMATION,
MARKETING TECHNOLOGY & DEMAND GENERATION



Who Am I?

- Dependable and results-oriented marketing leader with experience across the scope of digital marketing, marketing operations, demand generation, and marketing technology
- A builder of proper systems and campaigns to drive marketing- and revenue-generating growth
- Flexible and teachable with an eagerness to learn new processes, technologies and approaches on how I do my job



What I've Built

- Created and implemented multi-channel campaigns from inception to implementation, utilizing post-campaign analysis to optimize future campaigns
- Developed and implemented a lead generation strategy netting an increase of over 500 net new leads per month at Technomic as well as 5 years of experience in developing MQL/SQL pipeline, attribution modeling and lifecycle reporting
- Successfully led multiple 6 to 12-month high-priority migrations and implementations of marketing technology stacks including marketing automation platforms, which included asset migration, lead scoring methodology and implementation, lead lifecycle development, nurture stream builds, and more.

Foundational Experience Includes:

Leadership

- 2+ years of direct leadership with 3 direct reports. 10+ years of leading and mentoring peers through ensuring cross-functional collaboration on all types of projects from inception to implementation

Strategy & Implementation

- 5+ years of building roadmaps and strategies for marketing operations, demand generation and marketing technology including leading strategic collaboration and implementation. 6+ years of direct support in building, implementing, and executing marketing strategies

Analytics, Attribution & Lifecycle Management

- 6+ years of ideation and implementation of analytical-backed strategies for attribution and lifecycle management with experience in data visualization and report building, campaign attribution methodology and execution, and leading anonymous users through lifecycle to a sales-qualified lead and beyond.

Campaign Management

- 5+ years of building, implementing, and optimizing omnichannel campaigns across email, nurture campaigns, and paid acquisition channels

Content & Design

- 17+ years of creative experience across Adobe Creative Cloud (graphic design, branding, illustration, and video) with experience in leading internal and 3rd party agency initiatives across multiple channels

Website Management

- 10+ years of experience in website design (HTML/CSS/JS) and management with multiple CMS platforms including Wordpress, Drupal, Episerver, and marketing automation platform-specific landing pages (e.g. Marketo)



KEY HIGHLIGHTS

Marketing Technology Implementation and Marketing Operations Process Optimization



Led **successful 12-month marketing automation platform migration from Salesforce Marketing Cloud to Marketo** including vendor selection and business case approvals and cross-functional team requirements, project roadmap planning and execution (campaign building, lead scoring, lead lifecycle modeling, sales routing) from start to finish



Championed marketing automation platform migration from Braze to Pardot for the Acquisition Marketing team and business case approvals and cross-functional team requirements, project roadmap planning and execution (campaign building, lead scoring, lead lifecycle modeling, sales routing). Optimized additional manual processes through platform migrations and integrations within Pardot and other systems within MarTech stack



KEY HIGHLIGHTS

Lead Generation



Built and implemented the lead generation and lead routing strategy beyond the sole contact form on our website. From **roughly 0 to 20 contact form requests** on a week-to-week basis to an average of about **150 leads per week**, I worked to not only bring in more qualified leads into the database but have developed a more cohesive and automated lead routing system, which routes both to Regional VPs and to sales reps tied to accounts.

From having only one means to generate leads on our site to now **having over 100 pages with ways to capture prospect data**, it has created efficiencies for marketing strategy and sales enablement.



Championed **lead generation initiative for new and existing accounts through development of internal and external resources such as infographics and videos** that enabled our account management team to better direct conversations with existing clients. Leveraged video hosting tooling (Vidyard) to enable team to better capture success of videos used through NCH website.



KEY HIGHLIGHTS

Lead Lifecycle Management (Scoring, Routing & Nurturing)

GRUBHUB®

Ideated and executed on lead generation systems processes including development and optimization of lead scoring function, lead data quality, lead lifecycle, and routing from marketing automation platform to CRM.



Developed and implemented behavioral, demographic, and firmographic lead scoring methodology based on approved criteria from sales, account management, marketing and senior leadership. Led post-implementation optimization to ensure proper lead routing through lifecycle (MQL to SQL lead flow) through consistent cross-functional communication and MAP & CRM system reporting. I saved more than 10 hours per week across multiple teams on manual processes by setting up proper routing and nurturing of leads.

My Top 5 Strengths

- Leadership
- Communication
- Detail-oriented execution
- Problem solving
- Adaptability

The best candidate for the role!

- Proven success in developing and implementing strategies around marketing technology and operations, demand generation and more while aiming to consistently optimize and improve through data-driven decision making.
- Process driven individual eager to explore how things are done and how they can be improved.
- Experience communicating and collaborating cross-functionally and with all teams and levels including but not limited to sales, engineering, development, data, and procurement.
- Actively listen to understand, open to feedback and act on it.
- Do what I say I'm going to do. If I fall short on that, I apologize and commit to doing better.
- Don't give up attitude.



What Others Say About Me



"I hired Bryan and was his leader during part of his time at NCH / Vericast. Bryan creatively advanced our MarTech stack by implementing capabilities for lead tracking and campaign engagement analytics utilizing his operational skills and technical know-how. He successfully led change implementations through periods of ambiguity and organization evolution."

Charlie Brown

VP, Corporate Marketing
Vericast (Formerly NCH Marketing Services)

"Bryan was a dream to work with! Not only is he very talented with a great eye for design and strategy, but he is also highly efficient, easy to communicate with and quickly understood our business goals for this project as well as our brand guidelines. We will definitely be working with him again."

Sophie Slowe

Chief Marketing Officer
Quorso

"Bryan has been an incredible part of our team. As a non-profit organization, we have unique needs and timing of projects. Bryan goes above and beyond to meet those needs and our timelines while producing the best materials we have ever had. I highly recommend Bryan and look forward to continuing our work with him!"

Amber Heffner

Executive Director
Illinois Computing Educators

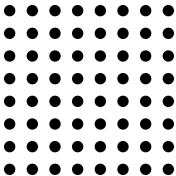
"Bryan delivered excellent work in an incredibly short amount of time. Bryan is a great communicator, and very receptive to feedback and ideas -- a true pleasure to work with! My team will absolutely use them regularly for our creative and operations needs."

Paige Coho

Director of Marketing and Communications
Medical Guardian

Skills & Expertise

- Hubspot Marketing Software Certification
- HubSpot Revenue Operations Certification
- Marketo Certified Expert
- Pardot Specialist Certification
- Tableau Desktop Specialist Certification
- Google Analytics GA4 Certification
- MarTech Implementation, Optimization & Management
- Salesforce CRM
- Automation Platforms (Zapier, Make.com, Tonkean)
- AI Enablement & Development (ChatGPT, Claude, Jasper)
- Marketing Automation (Hubspot, Marketo, Adobe Journey Optimizer, Salesforce Marketing Cloud, and Pardot)
- Sales Enablement (Outreach, Apollo)
- Google Ads & Google Analytics
- Project Management (Workfront, Asana & Jira)
- Web Design (HTML, CSS & Javascript)
- CMS (WordPress and Drupal)
- SQL and APIs





Thank You

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