

DREW WEBB

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Executive Summary

Marketing operations leader with 15+ years of experience driving scalable systems, cross-functional alignment, and measurable growth. Proven track record of accelerating pipeline and improving conversion through intelligent automation, reducing inbound lead qualification and response time from 2 hours to 15 minutes. Trusted partner to executive teams with deep MarTech expertise, a sharp eye for data-driven strategy, and a strong command of tools like Clay, 6sense, and Salesforce. At the forefront of AI-driven marketing, leveraging automation to streamline operations, personalize outreach, and boost performance.

Bachelor of Arts in Journalism & Mass Communication and Advertising
University of Wisconsin-Milwaukee, 2008

Professional Experience

EQUILAR (*June 2022 - Present*)

Senior Manager, Marketing Operations (*January 2025 - Present*)

- Lead weekly strategic cross-functional sessions with the CEO and executive leadership to define and execute strategies and initiatives.
- Develop ongoing GTM strategy for new ExecAtlas product line, defining ICPs, target verticals, and buyer personas to deliver stage-specific content throughout the buyer journey.
- Primary architect behind a scalable marketing technology ecosystem, including Salesforce, 6sense, Clay, Pardot, CommonRoom, Chili Piper, and Salesloft, to unify intent signals, enrich and segment data, and automate outreach.
- Leverage AI tools like Clay and 6sense within the MarTech stack to eliminate manual rep involvement in early-stage qualification, reducing speed-to-lead by over 700% and generating a 72% lift in qualified inbound leads and \$2.4M in opportunity pipeline.
- Create executive dashboards and board decks to surface KPIs like pipeline influence and vertical penetration, streamlining reporting and driving data-informed decisions.
- Led the launch of a standalone website for ExecAtlas, integrating Google Tag Manager, Pardot, 6sense, and analytics to enhance campaign tracking and improve the prospect journey, delivered in partnership with design, IT, and legal teams.

Marketing Operations Manager (*June 2022 - December 2024*)

- Orchestrated full website hosting migration, coordinating across product, sales, marketing, and IT to ensure a seamless cutover with zero downtime or errors, resulting in improved site performance and 99.9% uptime.
- Generated \$400K+ in pipeline through optimized Google Ads campaigns with enhanced conversion tracking and attribution modeling.
- Executed CRM hygiene initiative by updating 200K+ records and implementing role-based segmentation and job-level tiering, improving targeting accuracy, reducing list pull time, lowering bounce rates, and saving rep time.
- Increased organic search visibility by 400% via SEO enhancements and content optimization tailored for emerging AI-powered search behavior.
- Managed and mentored a high-performing marketing operations team of two, supporting growth in automation, reporting, and cross-functional collaboration.

NOVATECH *(August 2021 – June 2022)*

Marketing Operations Manager *(August 2021 – June 2022)*

- Drove \$77K profit (+700% ROI) by strategically allocating HP B2B marketing development funds across 12 unique, co-branded campaigns while maintaining brand integrity.
- Generated high-efficiency SQLs through search marketing optimization, achieving a 7.4% CTR (+118% above industry avg.) and reducing cost-per-click by 7%.
- Led implementation of sales enablement platform (Showpad), improving user experience and driving adoption (+65%) through strategic design and cross-functional collaboration.
- Developed cross-platform social strategy that grew audience by 12%, engagement by 27%, impressions by 21%, and web traffic by 31% in just five months.
- Served as primary data storyteller to executive leadership, delivering cross-channel analytics and ROI reporting that directly informed C-suite decisions.
- Championed MarTech adoption, training, and integration, streamlining processes and eliminating data redundancies and operational errors.

DIGITAL OFFICE SOLUTIONS *(January 2009 – August 2021)*

Sr. Director of Marketing & Operations *(January 2011 – August 2021)*

- Built ARC, a SharePoint-based analytics platform that enabled sales to analyze print usage and costs, becoming the primary system for P&L tracking, contract renewals, and recovering \$90K in previously untracked revenue.
- Led operational transition during Novatech acquisition, overseeing data migration and system integration for a seamless handoff.
- Developed comprehensive marketing strategy across digital and traditional channels, including SEM, email campaigns, and high-profile sponsorships.
- Secured 100% digital share of voice for NFL Draft Day on Packers.com and executed in-stadium video campaigns, significantly increasing brand visibility.
- Created data-driven buyer personas through market research and first-party data analysis, enhancing sales team prospecting effectiveness.
- Built sales enablement infrastructure including standardized intake forms and incentive structures driving incremental revenue.

Account Executive *(January 2009 – January 2011)*

- Managed 300+ accounts and consistently exceeded quota as a full-cycle sales rep, owning prospecting, pitching, closing, and post-sale support while building foundational insight into customer needs and buying behavior.

Skills & Expertise

Leadership & Strategy: Strategic Planning | Operational Strategy | Go-to-Market Strategy | Change Management | Stakeholder Management | Team Management & Mentorship | Cross-Functional Leadership | Executive Communication | Project Management | Data Storytelling | Business Process Improvement | Budget Management | Performance Measurement

Marketing Technology: Clay | Salesforce | Salesforce Marketing Cloud Account Engagement (Pardot) | 6sense | Demandbase | CommonRoom | Chili Piper | Showpad | Salesloft | Google Analytics (GA4) | Google Tag Manager | Google Ads | ZoomInfo | DemandTools | Semrush | Intercom

Marketing Operations: Marketing Attribution | CRM Administration | Lead Scoring & Qualification | Pipeline Management | Sales Enablement | Audience Segmentation | Campaign Management & Optimization | Buyer Journey Mapping | SEO Strategy | AI-Driven Automation | Account-Based Marketing (ABM) | Data Governance | Revenue Operations