

# 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 inbounds 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