

# AUDRI WADSWORTH

DIRECTOR, GROWTH MARKETING



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 vallintmarketing.com

## OVERVIEW

Growth marketing leader with 15+ years of experience driving measurable impact across pipeline, retention, and expansion. My scaled demand generation and lifecycle campaigns have engaged thousands of inbound leads while improving conversion. I have built and executed strategic programs that increase engagement, accelerate pipeline, and drive revenue through cross-functional GTM alignment. I lead with critical thinking and brand alignment.

## SKILLS

- ABM & enterprise GTM for B2B SaaS
- Customer growth and lifecycle
- Cross-functional leadership
- Pipeline generation and ROI
- Experienced with common digital marketing tools and CRM systems
- Multi-channel and BD partnerships
- Data-focused analytics and reporting
- Events & field marketing strategy

## EDUCATION

### UTAH TECH UNIVERSITY


Bachelor of Science  
Visual Technology, Psychology

### ARIZONA STATE UNIVERSITY

Master of Science  
Graphic Information Technology

### CERTIFICATIONS

Marketing, Graphic Design, SEO, CITI Research, Customer Service and Sales Training, Project Management, Business Organization and Development

 **Awarded 30 In Their 30's in 2022**  
St. George Chamber of Commerce

## EXPERIENCE

### MARKETING DIRECTOR

KOVA / Slate Technologies, Inc. (Celesta VC) 2023 - 2026

- Built and scaled global customer engagement through pipeline influence
- Increased website traffic from ~1K to 30K+ monthly visitors and ~2M impressions across integrated conversion-focused campaigns
- Reduced TTV and increased MQL to SQL conversion by +40%
- Increase CTR by 20% and reduced CPC while maintaining lead quality
- Webinar performance 2.4x benchmark average with 36% open rates
- Event and field marketing engagement converted leads 83% faster, shortening close times to 30 days, and improved lead to opp by 23%
- Designed and executed high-impact customer engagement programs that included webinars, nurture campaigns, and referral networking
- Marketing-sourced opportunities lead to more renewals and better ROI

### DEMAND GENERATION / PROJECT MANAGER

Zonos (iGlobal) 2021 - 2023

- Targeted global e-commerce for a fast-growing B2B Series A SaaS
- Partnered with CS and Product to create onboarding and retention programs to engage customers, yielding +839% growth in clicks

### BOARD MEMBER AND VOLUNTEER

Children's Justice Center + DOVE Center 2022 - 2025

### ADJUNCT MARKETING INSTRUCTOR

Iron Circle (formerly Thrive DX, HackerU) 2017 - 2021

- Marketing, UI/UX, HTML/CSS, WordPress, E-Commerce, SEO, Hubspot

### FREELANCE MARKETING CONSULTANT

Vallint Marketing 2015 - Current

### MARKETING DIRECTOR

Velocity Webworks 2012 - 2014