

AUDRI WADSWORTH

REVENUE GROWTH MARKETING LEADER



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466 N Main St., Hurricane, Utah



vallintmarketing.com

EXECUTIVE PROFILE

Cross-functional growth marketing leader with experience driving integrated marketing content for global brands, creating GTM strategy, and building revenue marketing across B2B technology organizations.

EDUCATION

ARIZONA STATE UNIVERSITY

Master of Science [MS GIT]

Graphic Information Technology

UTAH TECH UNIVERSITY

Bachelor of Science

Visual Technology, Psychology

CERTIFIED

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

AWARDS

- Marketing Career Award for 30 In Their 30's in 2022 by the St. George Area Chamber of Commerce

HIGHLIGHTS+ SKILLS

- 15+ years marketing leadership (N America, EU, APAC, EMEA)
- \$1M marketing budget across multi-channel campaigns
- Led 15-person marketing team and out-sourced agency teams
- Scaled corporate website to 30,000+ monthly visitors in 1 year
- Built engagement with 2M campaign impressions
- Improved +40% MQL-to-SQL conversion rates within 90 days
- 676% paid click increase at on Google Ads for Slate Tech
- 840% Google Ads click growth for campaigns at Zonos
- 82% CPC reduction and 72% CPL reduction
- Inbound acquisition of enterprise account through digital marketing within the first 30 days of campaign execution
- AI automation / systems integration / multiple CRM admin
- ABM / Enterprise GTM for B2B SaaS
- International + domestic marketing channel activation
- Cross-functional leadership (Product, CS, Sales, Ops, Partners)
- Pipeline generation and ROI with KPI performance tracking
- Expertise in various digital marketing tools, UI/UX, design
- Paid advertising platforms for social/search, analytics, reports
- Multi-channel outbound and partnerships, event coordination
- Data-focused analytics and reporting for executive board

PROFESSIONAL EXPERIENCE

MARKETING DIRECTOR / GROWTH MARKETING & DEMAND GENERATION

Slate Technologies, Inc. and KOVA (Celesta VC portfolio companies), San Mateo, CA - Remote
2023-2026

- Built and scaled growth marketing and ABM across industry verticals with Hubspot / Salesforce administration engaging with general contractors, infrastructure projects, the energy sector, and data centers.
- Increased website traffic from ~1K to 30K+ monthly visitors and ~2M impressions across integrated conversion-focused campaigns targeted at the industry ENR top 400 and various ICP within the market.
- Reduced TTV and increased MQL to SQL conversion by +40% by supporting sales initiatives and networking.
- Increased CTR by 20% and reduced CPC while maintaining lead quality within multiple ad accounts for social media, Google Ads, Microsoft Ads, and industry specific media campaigns and magazines.
- Webinar performance 2.4x benchmark average with 36% open rates on email marketing and promotions.
- Event and field marketing engagement converted leads 83% faster, shortening close times to 30 days, and improved lead to opp by 23% with strategic partnerships with industry players and event coordinators.
- Designed and executed high-impact customer engagement sequencing with multiple outbound campaigns, intent data, and referral networking to develop industry reports, downloadable materials, and content that converted engagement.
- Marketing-sourced opportunities lead to more renewals and better ROI for contracts for both inbound/outbound.

DEMAND GENERATION / MARKETING PROJECT MANAGER

Zonos (iGlobal), St. George, UT - Onsite
2021-2023

- Targeted global e-commerce players for a fast-growing B2B Series A SaaS demand generation that facilitated international shipping and duty calculations for various tax and classification standards across borders.
- Partnered with CS and Product to create onboarding and retention programs to engage customers, yielding +839% growth in clicks, reduced CPC by 82% and CPL 72%.
- Implemented Jira, Confluence, attribution UTM governance and marketing operations for a 10+ person marketing team.
- Worked closely with business development and strategic partnerships for collaborative campaigns and events.
- Generated 286 MQLs and 41 marketing opportunities in one month using Salesforce and Pardot for tracking and reports.
- Reduced lead to opportunity to 30 days, managed multiple government contracts landing a large enterprise engagement with the United States Postal Service for a multi-year contract and multiple international carriers.

EXECUTIVE GROWTH MARKETING CONSULTANT

Vallint Marketing, Hurricane, UT - Freelance
2015-Current

- Founder & Fractional Consultant specializing in GTM strategy, demand generation, ABM, CRM optimization and marketing leadership. Building systems that continually optimize ROI and increase industry engagement.

COLLEGIATE MARKETING INSTRUCTOR

Iron Circle (formerly Thrive DX, HackerU) and Utah Tech University Technology Department, St. George, UT

- Lead online and in-person courses on Marketing, UI/UX, HTML/CSS, WordPress, E-Commerce, SEO, Hubspot CRM Administration, and website development principles inclusive of persona development and user journey mapping.

REFERENCES UPON REQUEST

Portfolio available online: vallint.com/portfolio