

Paul Martin

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Strategic B2B Marketing Manager with expertise in analytical growth marketing and cross-functional leadership. Successfully scaled qualified pipeline in growth environments while managing budgets through economic challenges. Ready to take on expanded leadership responsibilities driving marketing strategy and team development.

WORK EXPERIENCE

Robin Powered, Inc

Feb. 2024 – Present

Senior Performance Marketing Manager

- **Campaign Optimizations:** Increased landing page and ad creative output with enhanced segmentation, resulting in a 152% increase in clickthrough rates and engagement.
- **Growth Acceleration:** Increased qualified meetings with ICP prospects by 30% over six months through optimized LinkedIn Ad campaigns.
- **Platform Repositioning:** Led web and paid channel repositioning for new mid-market segment, collaborating with Sales and Product Marketing to increase average ARR from \$15K to \$22K within one quarter.

Senior Web Marketing Manager

Mar. 2022 – Feb. 2024

- **Web Experience Leadership:** Led UI/UX strategy and served as primary UI/UX designer for complete website rebrand and redesign project, resulting in a 56% increase in conversion rate post-launch.
- **Cross-Functional Leadership:** Managed web development timelines and stakeholder reviews while presenting web strategy and roadmaps to executive leadership.
- **Process Innovation:** Streamlined creative production processes by removing bottlenecks, leading cross-functional web teams through complex redesign and new launch initiatives.
- **Recognition:** Received 2023 Company Value Award for Innovation and 2023 Marketing Team MVP.

Pathways

Jan. 2021 – Jan. 2022

Marketing Director

- **Team Building:** Established the initial infrastructure for the marketing function. Managed a team of three across the marketing and BDR teams.
- **Pipeline Growth:** Scaled from zero to 120 inbound leads per month, growing the qualified pipeline from \$20K to \$5M through strategic multi-channel growth experiments.
- **Channel Strategy:** Implemented and optimized social, search, and partner marketing initiatives to accelerate business-line growth.

Atomicdust

Jul. 2020 – Dec. 2020

Senior Account Manager

- Transitioned from SumnerOne to agency partner Atomicdust to continue managing SumnerOne's marketing account.

SumnerOne

Jul. 2018 – Jul. 2020

Brand and Marketing Manager

- **Team Leadership:** Managed a team of 4 marketing professionals across content, design, and campaign operations.
- **Content Strategy:** Implemented new content strategy resulting in 302% YOY growth in organic blog traffic.
- **Digital Transformation:** Led website redesign and restructure project that increased organic traffic by 24% and qualified leads by 30% following launch.
- **Recognition:** Telly Award for Branded Content – “We Are SumnerOne” Video; Hermes Creative Awards – Platinum Winner for SumnerOne Production Print Brochure.

EDUCATION

University of Missouri – St. Louis

Graduation: Dec. 2016

B.S. in Business Administration (Marketing)