

# Ron Kagan

Global Marketing Leader

26814 Cranage Rd  
Olmsted Falls, OH 44138  
(917) 653-7410  
ron@skilltrade.marketing

## EXPERIENCE

### **Feedzai, Lisbon, Portugal — Global Head of Digital Demand Generation & Marketing Operations**

Solving financial crime globally for banks with artificial intelligence and machine learning

500-person company with customers including HSBC, Lloyd's, and Citi.

MARCH 2020 - PRESENT

- Rebuilt global omni-channel demand generation function for SaaS fintech Unicorn from scratch.
- Drove unprecedented 27% YoY revenue growth.
- Saved 22% on search engine marketing by replacing agency with in-house expertise.
- Project managed brand and digital reinvention coordinating across the world with internal and agency stakeholders.
- Improved field marketing channel ROI 100% YoY.
- Received company-wide award for excellence as a manager.

### **Major League Hacking, New York, NY — Marketing Director**

B2B Talent Marketplace: Where students learn how to become professional software engineers.

25-person company with customers including AWS, Google, and Meta.

MARCH 2022 - NOVEMBER 2022

- Built and led a Global Center of Excellence: SME speakers keynoted prestigious industry conferences.
- Researched, wrote, and did initial design of an eBook describing the state of the open source software ecosystem.
- Lifted sales-accepted pipeline 300% through direct response campaigns without raising acquisition costs.
- Conceived and executed 7 simultaneous omni-channel campaigns via in-house and agency partners.
- Account-based marketing yielded qualified opportunities with 9 Fortune 200 leaders.
- Uplevelled supply-side acquisition with web scraping techniques to meet extraordinary last-minute demand.
- Developed a lead generation vision to articulate goals to internal and external stakeholders.

### **Within3, Cleveland, OH — Director, Growth Hacking (Marketing Operations, Demand Generation, SDRs)**

B2B SaaS: Where life science orgs collaborate asynchronously online.

200-person company with customers including AstraZeneca, Moderna, and Merck.

DECEMBER 2020 - MARCH 2022

- Promoted from individual contributor to lead global SDR and marketing operations teams.
- Drove 25% closed/won growth via direct response and product marketing to 100 largest pharma orgs globally.
- Implemented HubSpot/Gong/ZoomInfo/RingLead/Salesforce and trained the team achieving 95%+ adoption.
- Built department from scratch hiring, training, and retaining teammates who still work for Within3 today.
- Built, measured, and iterated on web properties using Wordpress, HubSpot CMS, and Unbounce.
- Supported fully-remote sales team of 20 located in North America, LATAM, EMEA, and APAC.

### **Code Climate, New York, NY — Head of Marketing Operations, Demand, Paid, SDRs**

B2B SaaS: Where software engineers find out how they're performing.

50-person company with customers including Forbes, Instacart, and Slack.

MARCH 2020 - DECEMBER 2020

- Implemented growth mechanisms positioning Code Climate for \$50M Series C from USV, Foundry, and more.
- Added +70% pipeline with Google Ads within three weeks of being contracted.
- Promoted from temporary contractor to senior leader within the marketing function despite hiring freeze.
- Managed budget and forecasting streamlining unnecessary spend by 90% on competitive keywords.
- Drove 300 qualified enterprise leads leveraging book authored by Code Climate CEO launched on Amazon.



- Implemented metadata.io ABM software suite to target B2B leads on Facebook/Meta/Instagram/WhatsApp.
- Saved 500% with FB ads for top-of-funnel attraction over LinkedIn (only used for retargeting mid-funnel).
- Built, measured, and iterated on web properties using Heap CDP, Autopilot, Instapage, and Livestorm webinars.
- Served as interim head of SDR team writing scripts and designing outbound and inbound ABM/enterprise plays.

### **Expo (Formerly Pared), New York, NY — Head of Demand Generation & Marketing Operations**

B2B Talent Marketplace: Where restaurants find temporary help they can trust.

50-person company with customers including Bouchon Bakery, McDonalds, and Tao Group.

APRIL 2017 - OCTOBER 2018

- Built demand marketing function from scratch launching growth from \$10M Series A through \$30M Series B.
- Yielded 50% decrease in CAC via successful automation of omni-channel outbound prospecting.
- Achieved 30% contribution to closed-won pipeline of all 15 salespeople as the sole MarOps/Demand hire.
- Enabled nationwide rollout with Python (Selenium) web scraper to retrieve/update publicly available lead lists.
- Implemented highly effective, global award-winning HubSpot instance integrated with Segment CDP/Salesforce.
- Built, measured, and iterated on web properties using HubSpot CMS and Unbounce to roll out special activations.

### **Advisen, New York, NY — VP, Head of Marketing, Global**

B2B SaaS: Where Property & Casualty Insurance professionals get the data they need on insurable losses.

75-person company with customers including Gallagher Insurance, Lemonade Insurance, and Willis Towers Watson.

APRIL 2017 - OCTOBER 2018

- Promoted from individual contributor to global leader including demand, operations, and product marketing.
- Turnaround growth trends that led to acquisition of Advisen by Zywave.
- Successfully brought new enterprise product offerings to market within competitive P&C insurance market.
- Added 33% to pipeline through creative ways to personalize outbound and sell sponsorships.
- Implemented HubSpot and overhauled Salesforce for 50 staff spread out between the US, UK, and Philippines.
- Built, measured, and iterated on web properties using WordPress and HubSpot CMS to personalize in real time.

### **Argyle Executive Forum, New York, NY — Campaign Analytics Manager**

B2B Marketing Services: Where event sponsors meet target Fortune 1000 executives.

100-person company with customers including Adobe, IBM, and Oracle.

APRIL 2015 - MARCH 2017

- Promoted from Campaign Specialist to Campaign Analytics Manager.
- Marketo and Salesforce admin on a team of 3 demand generators supporting a staff of 250 globally.
- 100% gain in efficiency for 7-person SDR team via teaching myself web scraping to automate lead research.
- Scaled contact database from 28k to 248k while improving lead quality (before Apollo.io/ZoomInfo did this well).
- Authored 2 persuasion emails every week from April 2015 to March 2017 sourcing \$3.6M (25% YoY increase).

### **Backstage, New York, NY — Head of Community and Customer Care**

B2B2C Talent Marketplace: Where actors find job opportunities.

50-person company with customers including Amy Schumer, Jonathan Groff, and Michael D. Williams.

FEBRUARY 2012 - APRIL 2015

- Promoted from contractor to full-time hire and then from individual contributor to department head.
- Helped to cut the churn rate of subscribers in half by producing a self-help portal and personally helping users.
- Logged 10,000 phone calls and closed 30,000 customer care tickets during tenure.
- Subscriber base grew from 30,000 to 60,000 even as the price point of plans increased dramatically.
- Implemented Desk.com and then Zendesk as well as Zuora for recurring billing.
- Led field and social marketing in North America / (500k fans, 81.5k followers).
- Generated twelve-month 400% growth in B2B2C business activity.
- Used VCS, HubSpot, Python, Ruby, HTML, CSS, and JavaScript for bug reports and demand gen.
- 18% resumption in subscriptions from cold calling lapsed customers to update their credit cards.
- 90% conversion from free trial to paid on 200-person dataset constructed from recent grads receiving special.
- Oversaw intern program, which has produced an Emmy award-winning reporter and a popular podcaster.



- Ran 15-person call/fulfillment center remotely and eventually replaced with a team of just 2 other reps in-house.
- Produced 3,000-person events in NYC and L.A. by recruiting and training scores of volunteers to staff the tradeshow.

## EDUCATION

### **Florida State University, Sarasota, FL — Master of Fine Arts in Acting**

AUGUST 2008 - JULY 2011

- Classically-trained actor. Full-merit scholar. 1 of only 12 chosen from 2,000 applicants.
- Directed by, acted onstage with, and understudied Tony and Emmy-award winning actors in plays and musicals.
- Trained by legendary actor/voice coach Patsy Rodenburg (taught Sir Ian McKellen and Dame Judy Dench).

### **Oxford University New College, Oxford, UK — Non-degree program**

JANUARY 2006 - JANUARY 2007

- Earned highest marks available for original research into Wittgenstein's philosophy of language and how it relates to the actor's reason for being. Also studied Roman history and culture.
- Directed, and acted in six different theatre productions. Transferred one show to the Edinburgh Fringe Festival.

### **Hunter College, New York, NY — Bachelor of Arts in Theatre**

SEPTEMBER 2003 - JULY 2008

- Summa Cum Laude graduate of CUNY Honors (Macaulay) at Hunter College, full-merit scholar.
- Double major in theatre and in interdisciplinary honors studies of global rituals.
- Earned nominations for the prestigious Rhodes, Marshall, and Gates Scholarships.
- 1 of 4 Kenan Leadership Scholars selected from among 20,000 City University of New York freshman students.
- 1 of 12 Jeanette K. Watson Fellows selected for 3 prestigious consecutive paid summer internship assignments.

## INDUSTRIES

Cybersecurity, DevOps, Events, Entertainment, Hospitality, Media, Insurance, SaaS, Pharmaceuticals & Biotechnology.

## SKILLS

### **Analytics**

- A/B testing · Conversion rate optimization (CRO) · Data visualization · SWOT · SQL

### **Content Marketing**

- Audio/video production/distribution · Call for proposal submissions · Category creation · Conference planning · Email newsletters · Landing page design and implementation · Media mentions · Search engine optimization (SEO) · Social media management · Website copy · Writing

### **Demand Marketing**

- Account-based marketing (ABM) · Competitor analysis · Demand copywriting · Dimensional/print marketing · Email deliverability · Go-to-market strategy · Growth hacking · Landing page design and implementation · Lead nurture · Media mentions · Personalization · Relationship-based marketing · Roadshow campaigns · Sales emails · Search engine marketing (SEM) · Segmentation · Social selling · Web scraping

### **Leadership**

- Active listening · Budget management · Call coaching · Consensus formation · Empathy · Project management · Public speaking · Strategy · Visualization · Improvisation · Inclusivity · Karaoke · Mentorship · Patience · Public speaking · Talent sourcing · Remote work

### **Product Marketing**

- Adoption · Business case · Buyer personas · Case studies · Competitor intelligence · Customer research · Go-to-market · Internal communication · Market requirements · Market research · Messaging · Narrative design · Onboarding · Positioning



## TECHNOLOGY

ActiveCampaign • Adobe Creative Cloud • Apollo.io • Asana • Audio/Video Production/Distribution • Avaya • Bing Ads • BitBucket • Buffer • Cisco Webex • Clearbit • Confluence • Contentful • Content Management Systems (CMS) • Customer.io • cURL • Descript • Discord • Eventbrite • Facebook Ads • Figma • Front • GitHub • GitLab • Gong • Google Ads • Google Analytics • Google Maps API • Google Meet • Google Sheets • Google Workspace • HTML • Heap • Hoopla • HubSpot • Instapage • Instagram Ads • Jira • LinkedIn Ads • LinkedIn Sales Navigator • Mailchimp • Marketo • Metadata • MS Excel • MS OneNote • MS Outlook • MS PowerPoint • MS Teams • MS Word • NeverBounce • Notion • Olark • Open Source Ecosystem • Outreach • Postman API • Reddit Ads • Retool • RingLead • Salesforce • Salesloft • Segment CDP • Shutterstock • Skype • Slack • Slydial • Sniply • Some CSS • Some JavaScript • Some Python • Spreadsheets with Nested Functions • Quora Ads • Stripe • Thnks • Trello • Twilio • Unbounce • Unsplash • Version Control Systems (VCS) • Woodpecker • WordPress • XML • Yelp API • Zapier • Zendesk • Zoho • Zoom • ZoomInfo • Zuora

## AWARDS & CERTIFICATIONS

- Worldwide HubSpot Champion - certified by HubSpot as in their top .01% of hundreds-of-thousands of users.
- Google Analytics Certified.
- HootSuite Social Media Management Certified.
- Full-merit scholarship to earn MFA in Acting from top-ten conservatory in the world. 1 of 12 selected from 2,000.
- Summa Cum Laude graduate and full-merit scholar at Hunter College Macaulay Honors College.
- Jeanette K. Watson Fellow recipient of 3 transformative, prestigious, paid summer internships.

