

STACIE SAMPSON

MARKETING DIRECTOR

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PROFESSIONAL SUMMARY

Senior B2B marketing leader who builds marketing functions from the ground up and ties them to revenue. Most recently the sole marketing leader for a \$75M+ B2B firm, owning strategy, budget, and execution across product marketing, demand generation, brand, and sales enablement. Previously led an 8-person team and multimillion-dollar budgets, delivering 37% year over year revenue growth and a \$1.4M first-year profit increase. Deep hands-on expertise in AI-enabled marketing and in translating complex, technical offerings into clear value propositions that accelerate pipeline. Equally effective directing a team and agency partners or operating as a player-coach in a lean, high-ownership environment.

CORE COMPETENCIES

Marketing Leadership & Team Building | Budget Ownership & ROI Accountability | Go-to-Market Strategy & Execution | Demand Generation & Pipeline Acceleration | Product Marketing & Positioning | Brand Strategy & Repositioning | Sales & Partner Enablement | Account-Based Marketing (ABM) | Agency & Vendor Management | Content Strategy (Awareness to Enablement) | ICP & Buyer Journey Mapping | Competitive Positioning & Battlecards | Marketing complex, technical products to non-technical buyers | AI-Enabled Marketing (Claude, ChatGPT, Jasper) | HubSpot Marketing Hub & Automation | Campaign Attribution & KPI Reporting | SEO / GEO / AEO / Paid Media

PROFESSIONAL EXPERIENCE

Senior Marketing Manager July 2024 to August 2026

Synergis | Atlanta, GA

Sole marketing leader and strategist for a \$75M+ B2B staffing and consulting firm, owning end-to-end product marketing, demand generation, brand, and sales enablement with no agency or additional headcount.

- Owned messaging, positioning, and value proposition development for six practice areas including AI Enablement, translating complex service capabilities into differentiated stories for target ICPs across 8+ verticals.
- Led go-to-market content strategy from awareness to conversion, producing web copy, email campaigns, sales collateral, and thought leadership aligned to buyer journey stages.
- Executed 20 multi-vertical demand generation campaigns reaching 94,500+ contacts and generating 5,000+ scored leads, with a 25.2% email open rate and 7.8% CTR, outperforming B2B benchmarks by 25% on opens and nearly 3x on clicks.
- Built the company's first sales enablement framework: capability deck, case study library, discovery questionnaires, and positioning guide.
- Designed a Marketing to Sales SLA and lead scoring system in Bullhorn CRM, creating the firm's first structured marketing-to-sales pipeline with same-day lead handoff.
- Developed a GEO/AEO-optimized web content strategy to surface the brand in AI-driven search, including FAQ schema, updated homepage copy, and an AI Enablement landing page.
- Applied AI tools including Claude, ChatGPT, and Jasper to accelerate campaign messaging, content development, and competitive research, building a repeatable AI-assisted workflow without sacrificing strategic quality or brand voice.

Key Impact: Built the full marketing infrastructure from zero as a one-person team: 20 campaigns, 94,500+ contacts, 5,000+ scored leads, and above-benchmark engagement across every channel.

Marketing Director Sept 2018 to Feb 2024

The Hive Buckhead Group | Atlanta, GA

Led all marketing strategy and operations for a multi-venue consumer hospitality group, managing an 8-person team, multimillion-dollar budgets, and multi-agency relationships across digital and traditional channels.

- Drove \$4.3M in annual revenue through integrated campaigns, increasing year-over-year revenue by 37% and delivering a \$1.4M profit increase in year one through brand repositioning and cost optimization.
- Built and led an 8-person marketing team, setting strategy, priorities, and performance standards across the function.
- Developed and owned messaging, positioning, and go-to-market strategy for a full rebrand, doubling online engagement (2x social following, 2x web traffic) and measurably increasing customer acquisition.
- Owned end-to-end marketing budget allocation and ROI reporting, presenting monthly performance analyses to ownership with data-driven recommendations.
- Managed multi-agency relationships across digital, PR, and creative vendors, ensuring alignment with revenue targets.

Key Impact: Transformed a locally recognized group into a data-driven marketing organization, delivering 37% revenue growth through leadership, operational rigor, and creative strategy.

Marketing ConsultantJuly 2017 to June 2018

All Points Media (Financial Independence Group) | Charlotte, NC

Strategic B2B marketing consultant for a national agency serving 30+ independent financial advisors and wealth management firms on go-to-market and demand generation strategy.

- Designed and executed customized go-to-market and content strategies for 30+ clients, combining audience segmentation, messaging frameworks, and multi-channel execution.
- Increased inbound leads by 42% across SEO, PPC, email, and social, improving conversion rates and reducing client acquisition costs.
- Built the agency's first marketing performance dashboards, enabling ROI measurement and data-informed targeting.

Key Impact: Established a data-driven consulting framework that improved client retention and agency profitability.

EARLIER EXPERIENCE

Senior Marketing Coordinator to the Trade Commissioner | Trade Council of Denmark (Royal Danish Embassy)

Directed U.S. market-entry strategy and advisory marketing for European companies expanding into North America across renewable energy, healthcare, and technology, working directly with C-suite and government stakeholders. Managed client marketing budgets exceeding \$100K and presented strategy to senior executives and public sector partners.

EDUCATION

MBA, Marketing | University of Phoenix

BA, Journalism (Public Relations) | Georgia State University

CERTIFICATIONS & CREDENTIALS

- Digital Marketing Science Certification | Kennesaw State University (2024)
- Google Analytics Certification | Google (2024)
- Google Ads Search Certification | Google (2024)
- HubSpot Email Marketing Certification | HubSpot Academy (2024)
- Google Prompting Essentials | Google (2025)

TECHNOLOGY & PLATFORMS

CRM & Automation: HubSpot Marketing Hub, Salesforce, Bullhorn CRM, Bullhorn Automation

Analytics & Reporting: Google Analytics (GA4), Looker Studio, HubSpot Attribution, UTM tracking, campaign dashboards

Digital & Demand Gen: Google Ads, LinkedIn Ads, SEO, GEO/AEO, SEM, Programmatic, landing page optimization

AI & Productivity: Claude, ChatGPT, Jasper AI, Google AI tools, prompt development, AI-assisted content and GTM planning