

STACIE SAMPSON

Senior Marketing Operations & Growth Leader

Atlanta, GA | 470.504.3033 | ssampson0404@gmail.com

[linkedin.com/in/stacie-sampson](https://www.linkedin.com/in/stacie-sampson) | stacie-sampson.com

Marketing operations and growth strategy leader with 18 years driving measurable revenue impact across B2B and B2C organizations. **Track record of building \$4.3M+ revenue pipelines, generating 5,000+ scored leads across 94,500+ contacts, delivering \$1.4M profit gains, and consistently outperforming industry benchmarks through data-driven campaign architecture, marketing automation, and AI-enabled workflows.** Deep expertise in HubSpot, demand generation, ABM, attribution modeling, and martech stack optimization. Equally effective leading cross-functional teams, managing multi-agency relationships, and partnering with C-suite stakeholders to translate marketing investment into pipeline acceleration and closed revenue.

AREAS OF EXPERTISE

Marketing Operations & Automation (HubSpot)
Demand Generation & Pipeline Acceleration
Account-Based Marketing (ABM)
AI-Enabled Marketing (Jasper, ChatGPT, Claude)

Budget Management & ROI Forecasting
Multi-Agency & Vendor Management

B2B/B2C Growth Strategy & Execution
Attribution Modeling & Performance Reporting
Digital Channel Governance (SEO, SEM, Paid, Email)
Marketing Automation (Salesforce, Bullhorn, HubSpot)
Data Visualization (GA4, Looker Studio, Dashboards)
Cross-Functional & Executive Stakeholder Leadership

TECHNOLOGY & PLATFORMS

Automation & CRM: HubSpot Marketing Hub, Salesforce, Bullhorn | **Analytics & Attribution:** Google Analytics (GA4), Looker Studio, HubSpot Attribution | **Digital & Paid:** Google Ads, LinkedIn Ads, SEO/SEM, Programmatic | **AI & Productivity:** Jasper AI, ChatGPT, Claude, Google Prompting | **CX & Engagement:** Survey Tools, Customer Journey Analytics

PROFESSIONAL EXPERIENCE

Synergis | Atlanta, GA
Marketing Manager

July 2024 - Present

Sole marketing operator for a \$75M+ B2B staffing and recruiting firm. Built the entire demand generation, automation, and reporting infrastructure from scratch with no agency or additional headcount.

- Executed 20 multi-vertical demand generation campaigns as a solo marketing operator, reaching 94,500+ contacts across 8+ industry verticals and generating 5,000+ scored leads with documented sales handoff.
- Achieved 25.2% email open rate and 7.8% click-through rate, outperforming B2B staffing industry benchmarks by 25% on opens and nearly 3x on clicks.
- Built a lead scoring and tracking system in Bullhorn with automation scoring (68-98 intent range), enabling same-day lead handoff and creating the company's first structured marketing-to-sales pipeline.
- Launched the company's first LinkedIn Ads program, generating 30% more inbound leads and establishing a repeatable paid social playbook for sales enablement.
- Designed a Marketing Accountability Framework defining ownership across campaign execution, lead generation, pipeline progression, and revenue attribution, positioning marketing as a measurable revenue contributor.

- Proposed and documented a Marketing-Sales SLA including response time standards, minimum touch requirements, MQL criteria, and attribution reporting, creating the blueprint for scalable demand generation operations.
- Built executive-facing KPI dashboards in HubSpot and Looker Studio, enabling real-time campaign pacing and data-driven budget decisions at quarterly leadership reviews.

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

The Hive Buckhead Group | Atlanta, GA
Marketing Director

Sept 2018 - Feb 2024

Oversaw all marketing operations for a multi-venue hospitality group (2 restaurants + lounge), managing an 8-person team and multimillion-dollar budgets.

- Drove \$4.3M in annual revenue through integrated digital and traditional campaigns, increasing year-over-year revenue by 37%.
- Delivered a \$1.4M profit increase in year one through strategic brand repositioning, retention marketing, and campaign cost optimization.
- Expanded brand reach by 50% through strategic partnerships, influencer marketing, and sponsorship programs across Atlanta's competitive hospitality market.
- Led a full rebrand and digital transformation that doubled online engagement metrics (2x social following, 2x web traffic) and measurably increased customer acquisition.
- Owned end-to-end marketing budget allocation and ROI reporting across multiple business units, presenting monthly performance analyses to ownership.

KEY IMPACT: Transformed a locally recognized restaurant group into a data-driven marketing organization, proving that operational rigor and creative strategy can coexist to deliver 37% revenue growth.

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

July 2017 - June 2018

Strategic marketing consultant for a national financial marketing agency serving independent advisors and wealth management firms.

- Designed and executed customized growth marketing strategies for 30+ financial advisor clients, combining analytics, segmentation, and brand storytelling to accelerate client acquisition.
- Increased inbound leads by 42% across multi-channel campaigns (SEO, PPC, email, social), improving conversion rates and reducing client acquisition costs.
- Introduced the agency's first marketing performance dashboards, enabling ROI measurement and data-informed targeting that became the foundation for scalable operations.
- Conducted competitive analysis and market segmentation to identify untapped high-margin niches, directly informing go-to-market strategies for advisory clients.
- Served as a strategic advisor to firm principals on market positioning, messaging, and demand-generation tactics, consistently exceeding quarterly growth targets.

KEY IMPACT: Established a data-driven consulting framework that improved client retention and agency profitability while building the operational playbook for scalable advisor marketing.

Trade Council of Denmark (Royal Danish Embassy) | Atlanta, GA

June 2011 - Feb 2017

Senior Marketing Coordinator to Trade Commissioner

Directed U.S. marketing strategy and business development for 19+ Danish companies expanding into North America across renewable energy, healthcare, and technology sectors.

- Orchestrated market-entry strategy and brand positioning for 19+ European companies entering the U.S., with multiple clients securing partnerships and contracts within their first year.
- Developed and executed integrated marketing and PR programs (digital, event, and trade campaigns) that built market trust and accelerated client visibility in new verticals.
- Managed individual client budgets exceeding \$100K, ensuring ROI through rigorous performance tracking, post-event analysis, and data-informed budget reallocation.
- Produced high-level strategy reports and presentations for the Trade Commissioner and C-suite executives, directly influencing investment and market-expansion decisions.
- Represented the Danish Trade Council at U.S. industry events and trade missions, building government and enterprise relationships that drove cross-border business growth.

KEY IMPACT: Positioned Danish brands as credible competitors in the U.S. market by combining international marketing acumen, cultural intelligence, and measurable go-to-market execution.

EDUCATION

MBA, Marketing - University of Phoenix

BA, Journalism (Public Relations) - Georgia State University

CERTIFICATIONS

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)