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**DANIEL
LAMBERT**

**DIGITAL MARKETING/
PRODUCT LEADER**

ABOUT ME

I'm a Austin-based digital marketing expert with 7+ years of experience. I'm data driven in my ways, but passionately creative in all of my endeavors in and out of the office. I'm growth-driven and highly experimental with a strong MarTech background and an extensive knowledge of product development, marketing automation platforms, advertising, and content marketing among others.

CONTACT

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EDUCATION

Ramapo College of New Jersey
B.B.A Concentration: Marketing

County College of Morris
A.B.A Concentration: Marketing

CERTIFICATIONS

- Google Analytics
- Google AdWords Search
- Google AdWords Display
- HubSpot Inbound
- HubSpot Growth-Driven Design
- HubSpot Email Marketing
- HubSpot Content Marketing

WORK EXPERIENCE

REV, DIRECTOR OF INTEGRATED MARKETING

JUL. 2019 - CURRENT

- Grew marketing sourced bookings from \$0 in 2019 to \$580k in H1 2020, and to \$3.15M in H2 2020
- Built Rev's first inbound marketing funnel consisting of lead capture, scoring, and routing, Refined this funnel to world class benchmarks within a year (21% MQL -> SQL, 77% SQL -> SAL, 22% SAL -> Closed Won)
- Implemented Segment Customer Data Platform (CDP) alongside our product and engineering teams
- Managed a team that consisted of Demand Generation, Paid Media, Growth Marketing, Campaign Management, Marketing Operations, Partner Marketing, and Field Marketing

CARECLOUD, MANAGER OF DEMAND GENERATION

JAN. 2018 - CURRENT

- Effectively optimized our annual marketing spend in excess of \$2.1MM across all channels
- Designed campaign direction, methodology, and execution for ABM efforts accounting for a 325% Increase in ABM generated Pipeline YoY
- Increased Lead Volume from Paid Advertising by 77% YTD while decreasing the Cost Per Acquisition (CPA) by 71%
- Actively managed a 7 member outsourced team spanning UX, Design, Development, and Marketing functions

EFFIN AMAZING, MARKETING MANAGER

OCT. 2017 - JAN. 2018

- Created, executed, and supported digital marketing strategies for clients like Sales Hacker, Eventbrite, Flight Schedule Pro, Forks Over Knives, Real Thread and more.
- Advised, implemented and managed the appropriate marketing stacks to drive marketing growth and optimization for our clients



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PROFESSIONAL SKILLS

Marketing Strategy	● ● ● ● ●
Growth Marketing	● ● ● ● ●
User/Market Research	● ● ● ● ●
SQL/Data Analysis	● ● ● ● ●
SEM & SEO	● ● ● ● ●
ABM	● ● ● ● ●
Marketing Automation	● ● ● ● ●
Advertising	● ● ● ● ●
Content Marketing	● ● ● ● ●
Email Marketing	● ● ● ● ●
HTML, CSS, Javascript	● ● ● ● ●

IZEA, MARKETING OPERATIONS MANAGER

NOV. 2015 - SEP. 2017

- Drove over \$3.7MM in annual revenue from inbound lead generation efforts
- Increased YoY lead generation by 146%
- Increased QoQ Organic traffic 121%
- Constructed IZEA's Content Marketing strategy
- Aligned Salesforce CRM with our business process incorporating, collaborative forecasting, Analytics Cloud, proposal automation and improved reporting
- Implemented HubSpot as our marketing automation platform and aligned it with the needs of a team of 50+ users

TECHNNICAL COMPETENCIES

