

GEOFFREY BYERS

Portland, OR • (480) 773-4652 • ggbyers91@gmail.com • [LinkedIn](#)

SUMMARY

I'm a hands-on marketing leader with over 7 years of experience in B2B SaaS, fintech, and tech, driving demand generation and lead acquisition. I specialize in building demand generation processes from the ground up, leading teams, and creating multi-channel marketing strategies—whether it's ABM, paid media on LinkedIn, SEM, email, content marketing, or SEO—to generate leads and fuel business growth. I'm all about using data to fine-tune every campaign, from refining targeting and messaging to smart budget allocation, making sure we're aligned with business goals and delivering measurable results. I've built and scaled marketing teams, developed strategic frameworks, and collaborated with stakeholders across departments to ensure long-term growth and retention. Collaboration is at the heart of what I do, working closely with sales, product marketing, and customer success teams to not only attract customers but keep them engaged. At the end of the day, my focus is on scaling marketing efforts that drive real impact and business success.

PROFESSIONAL BACKGROUND

Demand Generation Manager (B2B)

January 2023 – Present

Transact Campus (Financial; Higher Education) – Portland, OR

- **Award-Winning Collaboration:** Received the "Superstar for Sales Support Award" for aligning with sales through bi-weekly meetings, ensuring proactive promotion of payments products based on customer needs, leading to timely engagement with schools.
- **Interactive Demo Success:** Spearheaded development of interactive demos for Campus's Payment Solutions, leading to a 50% increase in demo views and a 35% boost in overall customer engagement within six months.
- **Partnership Marketing Impact:** Launched the first-ever partnership marketing campaign with *TransferMate*, followed by initiatives with *Microsoft and American Express*, resulting in a 25% increase in partnership-driven lead generation and establishing a scalable framework for future collaborations.
- **Paid Advertising Excellence:** Achieved a 1.42% CTR on LinkedIn ads—surpassing industry benchmarks (0.60-0.70% for Finance/Education)—and delivered a 40% higher conversion rate than previous campaigns.
- **Comprehensive Demand Gen Strategy:** Designed and implemented Transact Campus's first full-funnel demand generation strategy, which led to a 30% overall increase in MQLs and established new internal benchmarks for demand gen success.
- **Content and Video Engagement Growth:** Directed over 30 customer and partner video interviews at the Transact conference, resulting in a 50% increase in video content consumption and a 40% rise in digital engagement across platforms.
- **Data-Driven Campaign Optimization:** Conducted rigorous performance analysis, refining audience targeting and budget allocation, which decreased CPL by 20% and increased overall campaign ROI by 15%.

Demand Generation Manager – Independent Consultant (B2B)

June 2022 – Present

GGByers.com – Portland, OR

- **Demand Generation Strategy:** Built demand generation processes from scratch *for multiple clients*, from small startups like *Great Goodbyes* to larger endeavors, aligning with business goals and executing multi-channel strategies to drive significant revenue growth.
- **Targeting Optimization:** Reduced CPL by 60% through a shift to lookalike audiences, improving lead quality and increasing ad spend efficiency.
- **Lead Generation Success:** Launched targeted marketing programs that generated 500 pre-MQLs at a 30% lower CPL, directly boosting client revenue and strengthening sales pipelines.
- **Customer Signups Growth:** Achieved a 500% increase in customer signups within three months by creating an integrated strategy that combined landing pages and nurture sequences.
- **Programmatic Advertising Expansion:** Scaled programmatic advertising as part of a broader cross-channel strategy, leading to a 40% increase in web traffic and a significant boost in gated content downloads.
- **Evergreen Email Campaigns:** Developed and executed evergreen nurture campaigns, increasing lead scores by 30% and driving over \$200k in new business deals.
- **Cross-Channel Marketing:** Managed a \$30,000 monthly budget across multiple channels, continuously optimizing campaigns through A/B testing and performance analysis.
- **SEO & Content Strategy:** Built SEO-driven content strategies using Ahrefs and SEMRush, increasing domain authority through link-building collaborations and optimizing articles with Surfer SEO.

GEOFFREY BYERS

Portland, OR • (480) 773-4652 • ggbyers91@gmail.com

Demand Generation Manager (B2B)

December 2021 – June 2022

Knowland (Data-as-a service meetings/events Hospitality Industry) – Vancouver, WA

- **Lead Acquisition Strategy:** Redesigned and launched a new lead acquisition strategy, increasing leads by 20% and generating 40-50 MQLs per month.
- **Marketing Automation:** Utilized HubSpot for lead nurturing, sales insights, and pipeline analytics, resulting in a 10% increase in MQLs.
- **Direct Response Marketing:** Executed direct response programs, including email campaigns, webinars, and LinkedIn ads, generating \$40,000 monthly in MQL opportunities.
- **Performance Reporting:** Implemented reporting dashboards across channels, reducing review meetings by 50% and improving marketing effectiveness tracking.

Demand Manager (B2B & B2C)

March 2020 – Dec 2021

Milwaukee Electronics, (PCB, & *Screaming Circuits* Manufacturing) – Portland, OR

- **Demand Generation Process Creation:** First corporate Demand Generation hire for the 70-year-old regional manufacturing firm; built the demand generation team and processes from scratch for three engineering brands, significantly increasing qualified leads.
- **Cross-Functional Leadership:** Led a 5-member team to implement a new lead generation strategy for B2B brands, resulting in steady growth in monthly leads.
- **Ad Campaign Management:** Managed Google AdWords campaigns for Screaming Circuits with a \$12,000 monthly budget, generating \$100k in revenue.
- **Sales Collaboration:** Partnered with sales teams to set marketing goals, define KPIs, and develop strategic marketing plans.
- **Lead Nurturing:** Identified 800+ leads per month, designed automated email sequences in HubSpot, and moved leads through the marketing funnel.
- **CRM Transition:** Transitioned from Salesforce to HubSpot, addressing gaps and improving marketing program efficiency.
- **Brand Messaging:** Developed product and brand messaging frameworks to ensure alignment across blogs, ads, and landing pages.

AREAS OF EXPERTISE

Account-Based Marketing
Data-Driven Decision Making
Demand Generation Strategy
Marketing Automation

Lead Nurturing
Growth Marketing
Cross-Functional Collaboration
Omni-Channel Marketing Campaigns

SEO & Content Strategy
Marketing Analysis
Paid Marketing Spend Optimization
Digital Advertising

PROFESSIONAL CERTIFICATIONS

Analytics & Data Specialist Certification, DigitalMarketer, 2019
Community Management Specialist Certification, DigitalMarketer, 2019
Paid Traffic Mastery Certification, DigitalMarketer, 2019
Google AdWords Certification, 2019

EDUCATION

ARIZONA STATE UNIVERSITY, Tempe, AZ
Bachelor of Science Degree in Management and Entrepreneurship, 2014
InnovationSpace Entrepreneurial Joint Venture – Herberger Institute for Design and the Arts, 2014
Bachelor of Arts Degree in Business Tourism, 2014

SOFTWARE COMPETENCIES

Email Marketing Systems, Asana, Tableau, ZoomInfo, Go-To-Webinar, Marketo, HubSpot, G Suite, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Salesforce, GA 360, SEM, Adobe Analytics, LinkedIn Sales Navigator, Demandbase, 6sense, Drift, WordPress, Hot Jar, Seamless.AI, Writer.com, Tourial, Google Ads, Ahrefs, SEMRush, Surfer SEO, Moz, Looker, Hootsuite, Optimizely, Slack, Jira