

JEREMY BERMENDER

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DIRECTOR OF DEMAND GENERATION | B2B SAAS GROWTH | PIPELINE STRATEGY | HUBSPOT | LIFECYCLE & PERFORMANCE MARKETING

SUMMARY

Demand generation and lifecycle marketing leader with 12+ years of experience building and scaling full-funnel growth programs across B2B SaaS, technology, ecommerce, subscription, agency, and revenue-driven organizations. Proven track record developing multi-channel campaigns that drive marketing-sourced pipeline, MQL-to-SQL conversion, lifecycle engagement, customer retention, and revenue performance. Deep expertise in HubSpot CRM automation, marketing automation, ABM strategy, lead scoring and routing, nurture infrastructure, pipeline reporting, CRO, A/B testing, paid media strategy, content marketing, SEO, executive reporting, and sales-marketing alignment. Known for translating marketing activity into revenue language, building repeatable campaign systems, and partnering with sales and RevOps teams to improve lead quality, funnel performance, and measurable pipeline growth.

CORE COMPETENCIES

Demand Generation | Pipeline Strategy | Marketing-Sourced Revenue | MQL-to-SQL Conversion | Full-Funnel Campaigns | Lifecycle Marketing | HubSpot | CRM Automation | Lead Scoring & Routing | ABM (Account-Based Marketing) | Paid Media Strategy | SEO Strategy | Content Marketing | CRO & A/B Testing | Sales-Marketing Alignment | Revenue Attribution | CAC & CPL Optimization | Campaign ROI | GTM Strategy | Sales-Led Growth | AI-Assisted Marketing Workflows | Executive Reporting | Team Leadership | Cross-Functional Leadership | Budget Management

INDUSTRY EXPERIENCE

B2B SaaS & High-Growth Technology | Sales-Led GTM & Revenue Team Enablement | Demand Generation, Lifecycle & Performance Marketing | Subscription & Recurring Revenue Businesses | Direct-to-Consumer Ecommerce | Agency / Managed Services | Nonprofit & Social Impact

WORK EXPERIENCE

Director of Demand Generation

SmartBug Media | Remote | June 2026 – Present

- Saved a client account worth 1 million dollars in annual recurring revenue from churning within the first 60 days by rebuilding trust in the engagement and resetting the marketing strategy.
- Manage lifecycle marketing, campaign strategy, and marketing-to-sales handoff across a portfolio of 10 B2B SaaS client accounts as part of a HubSpot Diamond Partner agency.
- Direct overall marketing engine strategy for client accounts, aligning campaign execution with each client's revenue goals and sales process.
- Implemented AI tools across client accounts to accelerate strategy development and improve sales funnel performance.

Director of Marketing

Catholic Charities Dallas | Dallas, TX | January 2026 – June 2026

- Stepped in as interim marketing director following the prior director's departure, stabilizing operations across a six month bridge period ahead of a planned relocation.
- Led fundraising and marketing campaigns to drive revenue, including planning and execution for the organization's annual gala, maintaining donor experience and event continuity during the leadership transition.
- Built documented department processes and handoff materials, and led the search and transition planning for a permanent successor.
- Introduced AI tools into campaign and strategy development, speeding up planning cycles during a period with reduced department headcount.

Director of Lifecycle Marketing

Staccato | Florence, TX | June 2023 – December 2025

- Owned HubSpot CRM automation, lifecycle orchestration, and lead management workflows, improving revenue operations efficiency by 25% within six months.
- Developed and executed full-funnel demand generation and lifecycle campaigns across acquisition, engagement, retention, and customer expansion, increasing customer retention by 22% and driving 10% year-over-year revenue growth.
- Built automated segmentation, personalization, and campaign workflows aligned to demand goals, increasing lead conversion rates by 10% within three months.
- Led A/B and multivariate testing across messaging, cadence, audience segmentation, and automation workflows to improve campaign performance and ROI.
- Implemented AI tools into lifecycle strategy development, speeding up campaign planning and improving sales funnel performance.
- Partnered cross-functionally with product, sales, and analytics teams to align marketing initiatives with customer journey insights, business goals, and revenue performance reporting.

Director of Marketing

Heroic Media | Frisco, TX | February 2023 – June 2023

- Implemented full-funnel marketing strategies using HubSpot, contributing to a 20% increase in bottom-line revenue within four months through automation, segmentation, and data-driven insights.
- Led multi-channel campaigns across digital, email, social, and SEO to expand brand awareness, resulting in a 40% increase in donor acquisition and retention.

- Executed detailed journey mapping and audience segmentation aligned to buyer personas, driving a 10% increase in conversion rates.
- Implemented data-driven segmentation and personalization strategies, enhancing communication effectiveness and increasing average transaction sizes.
- Oversaw brand positioning and thought leadership initiatives, elevating organizational visibility and credibility within the sector.
- Led marketing team with full budget management responsibility.

Director of Demand Generation

New Breed Revenue | Remote | July 2021 – February 2023

- Led B2B SaaS demand generation and lifecycle campaign strategy across acquisition, nurture, conversion, pipeline acceleration, and customer expansion for enterprise clients.
- Built and executed a 115+ email nurture campaign for a SaaS client that generated more than \$500,000 in bottom-line revenue — directly attributed through HubSpot revenue reporting.
- Developed full-funnel campaign plans across ICPs, buyer personas, lifecycle stages, content offers, landing pages, nurture sequences, conversion paths, and MQL/SQL reporting requirements.
- Partnered with sales, client success, content, SEO, web, analytics, and strategy teams to launch integrated campaigns that improved lead quality and revenue influence.
- Created demand generation playbooks, buyer journey maps, campaign briefs, email sequences, and conversion paths to move prospects from first touch to sales-ready engagement.
- Directed HubSpot strategy across workflows, segmentation, lead management, nurture infrastructure, reporting, and campaign optimization for 10+ enterprise accounts.
- Built an enterprise service delivery playbook that standardized campaign planning, execution, reporting, and lifecycle strategy across complex B2B accounts.
- Partnered with account teams to support client growth, retention, and renewal strategy, contributing to a 90% renewal rate for active clients.

Director of Marketing and Communications

Catholic Charities Dallas | Dallas, TX | March 2020 – July 2021

- Led CRM migration from Blackbaud to HubSpot, improving automation, segmentation, campaign reporting, audience engagement, and revenue visibility — helping generate \$1 million in donations within four months of launch.
- Built audience personas, KPI frameworks, campaign benchmarks, funnel diagnostics, and executive reporting to align marketing execution with revenue goals.
- Revitalized email marketing and lifecycle strategy, growing the subscriber base to more than 10,000 contacts and supporting \$550,000 in annual fundraising.
- Led marketing strategy for a 2,000-person annual fundraising event that raised more than \$2 million.
- Developed full-channel campaign performance reporting across email, website, advertising, events, and donor engagement.

Director of Marketing

Atomic Design and Consulting | Plano, TX | June 2015 – March 2020

- Developed B2B and B2C demand generation strategies across SEO, PPC, email, content, websites, landing pages, video, CRM, and conversion rate optimization for 25+ client accounts.
- Secured HubSpot Agency Partner status and led CRM implementation, automation, lead generation, campaign strategy, and website optimization across the full client portfolio.
- Increased agency revenue by \$500,000 within nine months through lead scoring, digital strategy, CRM optimization, campaign execution, and sales-aligned marketing improvements.
- Managed client-facing campaign workstreams across paid media, SEO, web development, content, creative, CRM, analytics, and reporting.
- Built campaign messaging, landing pages, email sequences, lead generation assets, reporting workflows, and conversion paths for clients across technology, ecommerce, and service-based industries.
- Led a cross-functional team across creative, development, content, technical, sales, and account functions to deliver measurable client growth programs.

Sr. Marketing Manager

Roman Catholic Diocese of San Diego | San Diego, CA | May 2014 – December 2016

- Strategic deployment of organization APIs that integrated multi-department functions across 75+ users.
- Increased page traffic and site load speeds by 30% within 90 days through technical SEO and web performance optimization.
- Established and refined brand voice and style guides based on research, analytics, and audience insights.
- Led creation of content strategy, design, and functionality for the organization's primary digital presence.
- Managed marketing content for social media, reporting activities and results to leadership.

Marketing Manager

Jojo Media | Chico, CA | December 2013 – May 2014

- Managed web design updates, email campaigns, and design packaging for small-business clients.
- Built new client websites and supported day-to-day marketing and design projects for agency ownership.

SKILLS

Demand Gen & Funnel: Pipeline Strategy, MQL-to-SQL Conversion, Lifecycle Marketing, ABM, Paid Media, SEO, CRO & A/B Testing, Email/Nurture Strategy, Campaign ROI

Revenue & Reporting: CAC, CPL, ROAS, Revenue Attribution, Marketing-Sourced/Influenced Revenue, Executive Reporting, Campaign Forecasting

CRM & Automation: HubSpot (Advanced), Salesforce, Lead Scoring & Routing, Behavioral Automation, Segmentation, Personalization, Workflow Optimization

Analytics: Google Analytics, Looker Studio, Search Console, LinkedIn Ads, Google Ads, A/B & Multivariate Testing

AI-Assisted Workflows: Claude, ChatGPT, Gemini — applied to campaign planning, content drafting, and marketing operations research

Leadership: Sales-Marketing Alignment, RevOps Collaboration, Agency & Vendor Management, Cross-Functional & Team Leadership, GTM Strategy, Budget Management

EDUCATION & RECOGNITION

Bachelor of Science — California State University, Chico, Chico, CA

Awards: 32 Under 32, Ad2 Dallas (2018) | Top Advertising Professionals, American Advertising Federation (2016)

Volunteering: Dallas Executives Association (2018–2019) | SMU Digital Accelerator Advisory Board (2017–2018)