
Brett Greenbaum

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13+ years experience in growth marketing, demand generation, performance marketing, SEO, and full-funnel conversion optimization.

WORK EXPERIENCE

DemandWing • San Francisco Bay Area • Remote • 03/2020 – Present

Fractional Head of Demand, Growth, and Revenue Marketing (consultant)

- ♦ Consulting, freelancing, and contracting with high-growth startups- I'm equal-parts strategy and execution. I approach all of my work with a performance mindset. As an omnichannel marketer I focus on attribution + reporting, testing & growth frameworks, and channel expansion + optimization.
- Recently I have helped: ♦ Build the foundational GTM strategy (alongside founding team) and designed a series of measurable multi-variant testing programs to accelerate outbound messaging and channel validation, helping shape the narrative and data for a \$30m round of funding (series A->B, SMB B2B SaaS, Logistics). ♦ A category-defining startup launch and scale both inbound and outbound lead generation programs across organic search, paid media, content syndication, and field marketing (Series B->C, Payments, Mid-Market). ♦ Sales development and enablement to convert product positioning and narratives into compelling messaging and brand-aligned campaigns (Series C, B2B Fintech/ Supply Chain). ♦ A high-performing demand generation team architect and implement a MarTech stack utilizing Marketo, 6sense, Ahrefs, and Google Data Studio. (Series B, B2B Enterprise SaaS).

Fairmarkit • San Francisco, California, United States • 03/2021 – 10/2022

Demand Generation Director

- Scaled the demand gen function from an individual contributor to a team of 3 FT, 3 contractors, and a handful of agencies. Developed dashboards and reporting using Hubspot, Salesforce, Looker etc. to draw insights from complex marketing data. Translated company objectives into a comprehensive demand generation strategy with corresponding key performance indicators. Skills: Salesforce · Sales Pipeline Development · Paid Media Advertising · MarTech · Account-Based Marketing · Search Engine Optimization (SEO) · Team Leadership

Tipalti • 07/2019 – 03/2021

Senior Inbound Demand Generation Manager

- ♦ Built and managed a team of 2 FT direct reports, 3 contractors, and over a dozen agencies. ♦ Led and trained the entire DG team in launching a cohesive conversion optimization strategy that increased net new leads, sales-qualified opportunities, and marketing-sourced revenue. ♦ Pioneered web personalization initiatives that served dynamic content based on our ICP (ideal customer profile) resulting in both lead conversion and lead quality improvements. Skills: Marketing Operations · Web Design · web personalization · Demand Generation · Digital Marketing

Right Side Up • 12/2016 – 03/2020

Freelance SEO, user acquisition, growth and GTM strategy

- Advised high-growth technology companies on growth + channel expansion with a focus on B2B SaaS like Culture Amp, RenoFi, Intercom, Square etc.

Tipalti • San Francisco Bay Area • 07/2017 – 07/2019

Inbound Marketing Manager

- ♦ Strategized and developed a technology stack to support content production and conversion optimization, resulting in 75% increase in budget efficiency and 200% increase in year 1 ROI.
- ♦ Developed and built an inbound marketing function, leveraging SEO, PPC, CRO etc. that resulted in nearly 100% MQL growth QoQ. Skills: Reporting & Analysis · Paid Media Strategy · Content Marketing · Conversion Optimization · Search Engine Optimization (SEO)

Reforge • San Francisco, California, United States • 06/2017 – 01/2018

Growth and Acquisition Alumni (membership ongoing)

- Completed Growth +Acquisition series alongside a cohort of noteworthy brands like Slack, Drift, Invoice2Go, Loom, Notion, Uber, PayPal, Square and dozens earlier stage high-growth startups and software companies.

Traffic Think Tank • 06/2017 – 12/2017

Member (ongoing)

- Traffic Think Tank is a private, community of growth marketing, SEO, and performance marketing professionals.

TechMedia – Digital Summit series • San Francisco Bay Area • 01/2016 – 07/2017

Search Marketing Manager

blissmo • San Francisco Bay Area • 12/2012 – 01/2016

Marketing/ Growth Lead

EDUCATION

MBA

San Francisco State University • 01/2010 – 05/2012

Bachelor of Arts – BA in Social Psychology

University of California, Berkeley • 01/2007 – 12/2009