

# Joe Dearbonne

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## Demand Generation & Growth Marketing Leader

**Product GTM • Pipeline Growth • Revenue Marketing • Sales-Aligned Demand Generation**

Demand generation leader with 15+ years of experience building full-funnel marketing programs that drive pipeline, revenue, and customer growth for B2B SaaS organizations. Proven track record translating product strategy into integrated campaigns across paid media, lifecycle marketing, ABM, SEO, CRO, and customer expansion. Experienced partnering closely with Sales, Product Marketing, RevOps, Customer Success, and executive leadership to launch product campaigns, optimize conversion, and accelerate revenue growth. Hands-on builder with deep expertise in HubSpot, Salesforce, GTM execution, experimentation, and marketing analytics.

### Core Competencies

Demand Generation • Product GTM • Pipeline Generation • Revenue Marketing • Product Launches • Sales Plays • Lifecycle Marketing • Customer Expansion • ABM • Paid Acquisition • SEO • CRO • Marketing Automation • HubSpot • Salesforce • GA4 • RevOps • Multi-touch Attribution • Funnel Optimization • Experimentation • Cross-functional Leadership

### Professional Experience

#### GCCO.io / Independent Consulting — Remote

**Founder & Growth Marketing Consultant** | Sep 2024 – Present

- Built and launched AI View and Heynet, leading product positioning, GTM strategy, onboarding, lifecycle marketing, and demand generation.
- Designed integrated acquisition programs across Google Ads, LinkedIn, Meta, SEO, landing pages, and email to generate qualified pipeline.
- Built HubSpot lifecycle automation, lead scoring, routing, segmentation, reporting, and sales workflows that improved funnel visibility and conversion.
- Developed AI-powered marketing workflows to accelerate campaign creation, experimentation, and optimization.

#### Nylas — San Francisco, CA

**Senior Manager, Digital Marketing** | Sep 2022 – Aug 2024

- Owned integrated demand generation programs across lifecycle marketing, paid media, SEO, CRO, and product initiatives supporting self-serve and enterprise growth.
- Increased free-to-paid conversion by **80%** through behavior-based lifecycle marketing and nurture optimization.
- Reduced Cost per Stage 1 Opportunity by **90%** through targeting improvements, attribution enhancements, and continuous experimentation.
- Partnered with Product, Sales, and RevOps to align GTM execution with pipeline goals and improve marketing performance.
- Led GA4, HubSpot, attribution, and funnel reporting initiatives that improved visibility into marketing-sourced pipeline.

#### Sovrn — Boulder, CO

**Director, Growth Marketing** | Nov 2021 – Sep 2022

- Built demand generation and lifecycle programs supporting new customer acquisition, retention, and customer expansion.
- Led ABM, paid acquisition, and customer marketing initiatives across publisher and advertiser audiences.
- Owned campaign performance, experimentation, channel optimization, and conversion across B2B and B2C funnels.
- Partnered with cross-functional stakeholders to align product messaging, marketing execution, and revenue objectives.

#### SnapEngage — Boulder, CO

**Director, Demand Generation** | Apr 2020 – Nov 2021

- Delivered **15% ARR growth** by refining ICP targeting and improving demand generation strategy.
- Partnered closely with Sales leadership to launch ABM campaigns, webinars, outbound programs, and sales enablement initiatives.
- Built repeatable lifecycle programs and lead management processes supporting pipeline growth and improved sales efficiency.
- Unified Sales and Marketing through HubSpot automation, lead routing, and lifecycle optimization.

#### alliantgroup — Houston, TX

## **Associate Director, Digital Strategy** | Jan 2012 – Apr 2020

- Generated seven-figure pipeline through integrated SEO, PPC, conversion optimization, and digital demand generation.
- Built an internal lead scoring and automation platform in partnership with the Data Science team.
- Led enterprise website optimization, analytics, CRM automation, and marketing operations initiatives.
- Partnered with executive leadership to improve acquisition strategy, reporting, and marketing performance.

## **Speaking & Publications**

- Guest, **Supercharged Lead Gen Podcast** (SnapEngage)
- Author, "**10 Reasons Why Live Chat Increases Marketing ROI**" — *B2B Marketing*, 2021