



RYAN PIRZEK

DIRECTOR OF MARKETING



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LinkedIn

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Web Profile

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HARD SKILLS



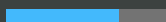
STRATEGY AND PLANNING

- Go-to-market

Strategies



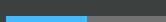
- ABM



- Classic Funnel



- Growth Marketing



- Budget Management

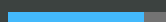


DEMAND GENERATION

- Paid Search



- Paid Social



- Influencer Marketing



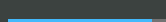
- Event Marketing



- Email Marketing



- Syndication



PROFILE INFO

Builder of Amazing Digital Marketing Teams:

As a marketing leader, I have worked for over a decade leading digital marketing teams in the planning, and execution of multi-channel multi-touch marketing strategies and campaigns for B2B SaaS tech companies. I am a positive, upbeat leader with a huge desire to learn and a passion for building world-class teams.



WORK EXPERIENCE



Director of Marketing Lambda Solutions

Apr 2019 - Nov 2022

Responsibilities

- Develop and oversee all aspects of the marketing planning and execution
- Build up and train a high-performance marketing team
- Grow the monthly volume of net new customers

Major Wins

- Built and launched a new BU that within 8 months accounted for 20% of net new revenue.
- Relaunched channel strategies that had failed previously including SEM. This resulted in Google ads moving from 0% > 30% of our sales within a year.
- Relaunched our SEO / inbound marketing 2x ing traffic within a year.
- Overhauled an outdated mark-tech stack. This allowed us to identify our major friction points and gave funnel visibility to leadership.
- Inherited 3 departments and rolled them into 1 improving cohesion, productivity, and job happiness.



Global Demand Gen Manager Vision Critical

Apr 2018 - Mar 2019

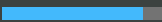





Responsibilities

- Own and manage the global digital marketing strategy.
- Own and execute growth marketing programs, customer acquisition strategies, and optimization strategies.
- Work with the team on developing our web journey, CRO, and other conversion optimization.
- Implement and manage our entire mar-tech stack.

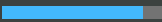




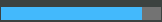



Major Wins

- Dropped our lead acquisition cost on LinkedIn by 50% and our cost per MQL by nearly 75% while growing overall volume.
- Identified, flagged, and designed a fix for a hole in our marketing automation. This saved the company 6.4 million dollars.
- Shaved 20 hours off of our landing page creation process saving us 30K in wages over 3 months.

INBOUND MARKETING

- SEO strategies 
- CRO 
- Content strategy 
- Buying Journeys 
- Brand Journeys 
- Content Strategy 

TOOLS & TECH

- Marketo 
- Hubspot 
- Salesforce 
- Pardot 
- Unbounce 
- WordPress 
- AdWords 
- Google Analytics 
- Google Tag Manager 
- Webex 
- Gotomeeting 
- Hootsuite 
- Paid Social 
- Demand Base 
- Triblio 
- Adroll 
- Ahref 
- CrazyEgg 

EDUCATION

- Sullivan Heights Secondary
- **Kwantlen Polytechnic University**
BBA - Marketing Management

➤ Marketing Manager ActiveState Software

Feb 2017 - Feb 2018

Responsibilities

- Own and execute the growth and digital marketing programs, and strategy.
- Owned the North American digital strategy.
- Developing our web journey and CRO initiatives.
- Designed and built our full-funnel marketing operations process.

Major Wins

- Broke the company records for webinar sign-ups and attendance by 6x and then broke my own record again resulting in the lowest-ever outbound lead cost in the company's history.
- My influencer campaigns became the number two source of visitors and net new leads for the company. It was the single most successful lead gen program the company had ever run.

➤ Marketing Manager RedTail Contracting

Feb 2015 - Jan 2017

Responsibilities

- A startup environment where I owned the digital strategy including website, value propositions, and digital channels
- Improve the sales pipeline through direct marketing, direct mail, and ABM.

Major Wins

- Launched direct marketing campaigns to key personas. This was responsible for bringing on the 2 largest accounts the company had at the time increasing the order volume by over 30%

➤ Marketing Manager

Apr 2011 - Dec 2014

For more work history check out my LI
www.linkedin.com/in/ryan-pirzek/



TESTIMONIALS

Self-proclaiming skills only goes so far. See what others have to say.



Mitch Solway
CMO

"For his entire team, it was obvious that they felt like Ryan was pushing the right buttons for each of them to get them to do their best and also enjoy the process ... his open mindedness, his drive, his pushback and his always open book approach was super refreshing and a joy to work with."



Dominik Elmiger
Marketing Director

"He has certainly many strings to his bow. I was particularly impressed by how he initiated and managed global demand campaigns. These campaigns were end-to-end integrated with sales and run across multiple channels. He has proven to be a great strategist and storyteller, his digital skills span across all channels and he put particular care into integrating individual activities with a logical sequence from the first touch till sales outreach."