




DEVON BRAKEFIELD

Digital Marketing

Digital marketing leader with 12+ years scaling acquisition and lifecycle programs at consumer and SaaS companies. Built teams of 4 to 15, owned eight-figure media budgets, and partnered closely with finance on CAC, LTV, and payback modeling.

CONTACT INFORMATION

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 Portland, OR

KEY SKILLS

- Team building and org design (3-15 people)
- Media planning: Meta, Google, TikTok, CTV, affiliates
- MMM and incrementality testing (Haus, Recast)
- CAC, LTV, and payback modeling with finance
- Snowflake, dbt, Looker (working knowledge)
- Lifecycle: Customer.io, Iterable, Klaviyo
- SEO and content strategy
- Board and exec-level reporting

PROFESSIONAL EXPERIENCE

2021 - Present

Director of Digital Marketing | Verdantly Pet Wellness, Portland, OR | 2021 to Present

- Own a \$14.8M annual paid media budget across Meta, Google, TikTok, CTV, and affiliates; held blended CAC flat while subscriber base grew about 70%.
- Built the in-house growth team from 3 to 11, including paid social, SEO/content, lifecycle, and analytics leads.
- Partnered with finance on a contribution-margin model that replaced last-click ROAS as the primary investment lens.
- Led incrementality testing program with Haus, killing two underperforming channels and reallocating ~\$1.6M to lifecycle and CTV.
- Sponsor of the company's data warehouse migration to Snowflake and downstream marketing reporting in dbt.

2018 - 2021

Senior Manager, Growth Marketing | Quillstack Software, Seattle, WA | 2018 to 2021

- Led paid acquisition for a B2B SaaS product through Series B and C, growing self-serve ARR from \$4M to \$19M.
- Built the first lifecycle program in Customer.io with onboarding, expansion, and winback flows tied to product events.
- Hired and mentored four growth marketers; two later moved into manager roles internally.
- Owned quarterly planning with sales and product, including pipeline targets and channel-level forecasts.
- Stood up an experimentation council that reviewed 8-10 tests per month across paid, web, and email.

2015 - 2018

Digital Marketing Manager | Aurelio Apparel Group, Chicago, IL | 2015 to 2018

- Ran paid social and search for three retail brands under one parent company, with combined spend around \$7M/yr.
- Rebuilt the Meta account structure for the flagship brand and grew prospecting ROAS from 1.6 to 2.7 within two quarters.
- Negotiated a creative production partnership that lowered cost per finished ad by about a third.
- Coached two specialists into manager roles across the brand portfolio.

2013 - 2015

Digital Marketing Specialist | Aurelio Apparel Group, Chicago, IL | 2013 to 2015

- Managed daily campaign optimization across Google Ads and early Meta accounts for two brands.
- Built the company's first GA dashboard for weekly leadership review.
- Wrote ad copy and creative briefs that became the template used across the portfolio.

EDUCATION

M.B.A., Marketing Concentration, University of Washington Foster School of Business, 2018

B.S. Business Administration, University of Illinois Urbana-Champaign, 2013