



Stephanie Young

Chief Marketing Officer

CONTACT INFORMATION



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Charlotte, NC 12345

EDUCATION

MBA, Marketing & Strategy, Duke University (Fuqua), 2012

BA, Economics, University of Michigan, 2007

KEY SKILLS

- Go-to-market strategy
- Category design and positioning
- Demand generation and ABM
- Brand and creative leadership
- Pricing and packaging
- Marketing attribution and analytics
- Org design and team scaling
- Board and investor communication
- Product marketing
- Lifecycle and CRM

ABOUT ME

CMO with 16 years across B2B SaaS and consumer subscription brands. Built demand engines, repositioned two companies through category shifts, and scaled marketing orgs from 8 to 60+. Strong operator who pairs brand work with pipeline accountability.

PROFESSIONAL EXPERIENCE

Chief Marketing Officer | 2021 - Present
Brightthread Software, Charlotte, NC

- Rebuilt go-to-market around three vertical plays (healthcare, logistics, fintech); pipeline contribution from marketing rose from 31% to 58% in seven quarters.
- Drove ARR from \$74M to \$182M by aligning product marketing, demand gen, and ABM under a single revenue plan.
- Hired and restructured a 47-person team across brand, growth, RevOps-marketing, and field; cut agency spend by roughly a third while keeping output flat.
- Launched a category narrative ("compliance-native automation") that anchored an analyst report placement and three keynote cycles.
- Partnered with CFO on a pricing and packaging redo that lifted average contract value materially in the mid-market segment.

SVP, Marketing | 2017 - 2021
Halden Wellness Co., Raleigh, NC

- Led brand, performance, and lifecycle for a DTC subscription business scaling from 90K to 410K active subscribers.
- Cut blended CAC by about 22% over two years by shifting mix from paid social to creator-led and CRM-driven channels.
- Built an in-house creative studio (12 people) that produced 200+ ad variants per quarter, ending reliance on three outside agencies.
- Owned the rebrand and packaging refresh tied to a Target retail launch across 1,250 stores.

VP, Demand Generation | 2013 - 2017
Northrail Analytics, Atlanta, GA

- Built the demand gen function from one marketer and a webinar series into a 14-person team sourcing 60%+ of qualified pipeline.
- Stood up the first marketing attribution stack (Marketo, Bizible, Salesforce) and got finance to accept marketing-sourced pipeline as a board metric.
- Grew MQL volume from ~800 to 6,200 per quarter while holding MQL-to-SQL conversion above 28%.