

Allie McDevitt

Marketing Consultant

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A HubSpot expert, I build full-funnel campaigns from the ground up to drive pipeline growth for my clients. I'm a highly motivated lifecycle and growth marketer with 10+ years of experience helping organizations scale their inbound marketing efforts. My in-depth understanding of the B2B landscape allows marketing teams to properly segment, track and nurture leads through the funnel, resulting in highly engaged leads that convert.

Skills

HubSpot | Inbound Marketing | Lead Generation | Salesforce | Business Development | Project Management | Conflict Resolution

Experience

Curebase / Growth Marketing Manager

DEC 2021 - JUNE 2023, BOSTON

- Built, from scratch, all lifecycle tracking workflows within HubSpot to segment, track and nurture inbound leads through the funnel.
- Executed Curebase's first comprehensive content strategy for lead generation, increasing the content library from 8 blogs to 23 blogs, 2 case studies, 3 webinars and 4 white papers, culminating in over 750 downloads in the first eight months.
- Strategized, budgeted, and delivered quarterly multi-channel campaigns utilizing paid and organic marketing channels (Google, LinkedIn, publication partners, G2, etc.) to convert inbound leads to booked meetings.
- Led HubSpot email strategy and built all B2B emails and newsletters, optimizing performance metrics against industry benchmarks.
- Owned all back-end HubSpot operations including email, lead tracking, workflows, platform integrations, etc.
- Partnered with Salesforce counterpart to ensure cross-platform sync.
- Managed vendor relations for all corporate partnerships including publishers, industry organizations and affiliations, and technology vendors.
- Orchestrated continuous feedback cycle between Marketing and Business Development to align marketing efforts with current sales targeting.
- Led content and targeting strategy for paid LinkedIn efforts in partnership with Digital Marketing Specialist.
- Collaborated with the design team to execute creative vision on all assets.
- Oversaw event coordinator and delivered on budget event plans that drove brand awareness and leads for Sales.
- Partnered with thought leaders to create live presentations that positioned the company strategically in the market, increasing brand recognition.

Boston Digital / Senior Demand Generation Specialist

JUNE 2021 - DECEMBER 2021, BOSTON

- Oversaw all HubSpot strategies and operational functions.
- Audited HubSpot database and implemented numerous optimizations including database clean up, workflow automation builds, lead tracking, scoring model, and more.
- Strategized and delivered the company's first long term email nurture strategy.
- Aligned HubSpot and Salesforce data syncs.

Acceleration Partners / Demand Generation Specialist

OCTOBER 2020 - MAY 2021, BOSTON

- Responsible for the creation and implementation of all Marketo programs including web content, webinars, newsletters, nurtures, events and email marketing.
- Oversaw demand generation programs globally to ensure alignment and proper execution.
- Summarized content to efficiently and effectively distribute to target audiences through email promotions.
- Oversaw the creation and tracking of the performance of AP landing pages and pop-up promotions through the Unbounce platform.
- Analyzed campaign metrics to determine the success level of programs and how to optimize.

Acceleration Partners / Marketing Project Specialist

OCTOBER 2019 - OCTOBER 2020, BOSTON

- Content Marketing Project Management
 - Worked with internal contributors to curate blog content and keep the blog on schedule.
 - Devised and executed social media strategies across all social channels (Facebook, LinkedIn, Twitter, Instagram, YouTube) for content distribution.
 - Supported design through the creation of graphics for social media, email banners, webinars and other marketing elements as needed.
- Thought Leadership Project Management
 - Won stages for AP thought leaders via speaker applications, outreach campaigns and relationship building.
 - Coordinated logistics of speaking events and correspondences with vendor contacts.

Acceleration Partners / Marketing Coordinator

FEBRUARY 2018 - OCTOBER 2019, BOSTON

Education

Simmons College / BSBA, Marketing
BOSTON