

BRENT LEVI

Digital Marketing Director

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📍 Savannah, GA (Open to Relocation & Remote Roles)

SUMMARY

Strategic, data-driven marketing consultant with deep expertise in digital marketing maturity, digital campaign performance, and marketing technology implementations, I have a track record of leveraging the tools at my disposal to the fullest extent of their capabilities to deliver customer-centric strategies that are efficient to manage and produce measurable revenue returns. This expertise has manifested itself in several ways—including defining and leading the digital strategy for a Top 5 healthcare system, delivering \$22M in incremental revenue gains for an industry-leading financial accreditation institution, and a successful Marketo rollout to a global F500 financial institution.

AREAS OF EXPERTISE

Data-Driven Marketing Strategy

Customer Journey Mapping

Marketing Technology

Customer Research & Analysis

Marketing Operations

B2B + B2C + B2B2C Marketing

Digital Marketing Strategy

Marketing Measurement & Analysis

PROFESSIONAL EXPERIENCE

Director, Strategy

Fathom

📅 05/2021 - 06/2023 📍 Remote

Marketing Agency / Team Leadership Role / Lead Enterprise Consultant Role

- Designed and led the implementation of client strategies that resulted in a 19:1 MROI for client through acquisition retention and upsell efforts and \$22M in attributable revenue for client through a customer retention strategy.
- Consulted senior and executive client leadership on identifying market opportunities defining strategic path and demonstrating impact through MROI.
- Spearheaded build out of Digital Strategy Team to support \$10M+ per year in billable revenue. Areas of focus included defining strategic and operational approach, team structure, coaching and developing talent, hiring/training additional talent, client staffing model, compensation packages, serving as the point of escalation for internal/external needs.

Sr. Consultant (Strategy Lead)

Fathom

📅 12/2018 - 05/2021 📍 Cleveland, OH

Marketing Agency / Lead Enterprise Consultant Role

- Partnered with and consulted client executive (c-suite) stakeholders to define and deliver marketing strategies and measurement plans aligned with marketing and business goals.
- Through strategic collaboration, my personal account portfolio grew from \$360k/year to \$3.4M/year over the course of three years by expanding Fathom's share of wallet.
- Led strategy for client team of 20+ marketing strategists, data scientists, and creatives. Grew account revenue to the agency from \$30k/MRR to \$90k/MRR through business line expansion, in partnership with Fathom Account Director.
- Conducted marketing impact analysis demonstrating 13% growth in client's retention rates.

VP, Marketing Automation

Northern Trust

📅 05/2018 - 12/2018 📍 Chicago IL

In-House Product Owner / Agency Management

- Global Marketo owner, responsible for overall system architecture, design, and roadmap based on business requirements, marketing objectives, and allocated resources.
- Consulted business unit leaders on strategic advancement opportunities within their marketing automation strategies.
- Led training program for a global team of 50+ users with topics ranging from digital marketing basics, to technical platform usage.
- Trained team of "power users" and business leads to elevate internal expertise and reduce the strain on central marketing team.
- Managed agency resources to support system architecture, digital strategy, deliverable execution, and training delivery.

Business Analyst, Consultant

SolvingIT

📅 10/2017 - 05/2018 📍 Chicago

Contract Role (at Northern Trust)

- Rightsized requirements gathering to reduce cost/timeline overruns for a global martech implementation.
- Served as the liaison on technical design between business stakeholders and system architects.
- Drove buy-in from decision-makers by bridging the gap between business needs, technical capabilities, and budget/resource limitations.

PROFESSIONAL EXPERIENCE

Sr. Manager, Digital Marketing

Strike Social

📅 09/2016 - 10/2017 📍 Chicago

In-House Marketing Lead / Agency Management / No. 17 Inc 500 Fastest Growing Private Companies (2017)

- Led the strategy of all digital channels, guiding internal and freelance resources to execute various tactics.
Built out lead generation pipeline, acting as the primary liaison with the CRO to assist in meeting the sales team's growth targets.
 - Grew website traffic by 300% and established lead generation and MQL measurement.
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Lead Strategist

Fathom

📅 10/2014 - 05/2016 📍 Cleveland

Marketing Agency / Team Leadership Role

- Spearheaded the build out of the agency's Marketo services offering, including serving as the primary consultant and team lead.
 - Won Marketo "Agency of the Year" in 2016 as a recognition of our client impact.
 - Prior Roles: Specialist (05/14 - 03/15), Strategist (03/15 - 10/15).
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Marketing Specialist

The Office Connection

📅 08/2012 - 05/2014

AWARDS

🏆 **Strategy of the Year**
2020 / Fathom
Recognizing a strategy's impact on client revenue.

🏆 **Fathomer of the Year**
2020 / Fathom
Recognizing agency and client impact.

🏆 **Skillbuilder of the Year**
2022 / Fathom
Recognizing impact on team members' growth.

🏆 **Measure & Maximize**
2022 / Fathom
Recognizing outstanding client business impact and measurement model.

TOOL & TECHNICAL EXPERIENCE

Analytics

Google Analytics

Adobe Analytics

Invoca Conversation Analytics

Google Data Studio/Looker

Marketing Tools

Marketo (Certified Expert + Consultant)

Pardot

HubSpot

Salesforce CRM

Google Ads

LinkedIn Ads

Facebook Ads

AdRoll

Other Tools

Zapier

StackerHQ

AirTable

Microsoft Office (Excel PPT Word)

Adobe Photoshop

Google Scripts

HTML/CSS

SQL (Basic/Working Knowledge)

Power Query M (Basic/Working Knowledge)

EDUCATION

B.A. Integrated Marketing Communications

Roosevelt University

📅 2014