

Barry Strauss
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SKILLS

Digital marketing, demand generation, marketing automation and operations, communications, and product experience for B2B and B2C at startups, growth-stage companies, and larger multimillion-dollar enterprises.

- **Digital marketing** and **demand generation** (email, content, blogs, SEO/SEM, social, newsletters, syndication, remarketing, ads, media buys).
- **MarTech** stack: HubSpot, ActiveCampaign, Drip, Marketo, Pardot, Intercom, Google Analytics, Mixpanel, Salesforce, Mailchimp, Lemlist, DiscoverOrg, Hunter, Instapage, Terminus, Sprout Social.
- Sales **enablement** materials, including battle cards, presentations, brochures, datasheets, success stories, case studies, backgrounders, white papers, demo/explainer **videos**, and infographics.
- Website **design, content**, and **development**. Deep experience with **WordPress** and css/styles.
- Management of direct reports, **cross-functional teams**, and vendors.
- Strategic **events**, including tradeshows, **webinars**, and sales meetings.
- Analyst and **PR** strategies, programs, press releases, bylines, and press kits.
- Product **positioning** and branding, as well as new product launches.

Consultant

Feb 2019 - Current

Primary projects as follows:

TruU — Marketing

Passwordless and badgeless solutions for the enterprise

- Responsible for general marketing activities (demand generation, website, events, collateral, social, and others).
- Setting up HubSpot and integrating it with Salesforce and other software as the company grows.
- Managed successful RSA conference that included pre- and post-event campaign activities.

Amitree — Marketing Manager

Personal email assistant software for real estate agents

- Manage the design, creation, development, content, and maintenance of new website (launched Dec 2019; conversion rate from the site "try it now" button to actual product sign-up increased from 6.5% to 37%).
- Implement waterfall demand gen for nurturing (data science, Intercom, Lemlist email outreach, and ActiveCampaign) resulting in an ActiveCampaign email open rate of about 70% and CTR of >1%.
- Develop and execute advertising and lead-generation campaigns for existing and churned users, as well as new prospects. Ad creative for Google search and display, as well as LinkedIn. New site visitors up 71% in 90 days over the previous period (64K vs 37K) and signups (conversions) up 7% during the same period.
- Work with Drip eCommerce CRM for both customer relationship management and B2C nurturing.
- Manage all events, including C.A.R. REImagine! that attracted 10% of 5,000 attendees and brought in 11 new customers.

SlashNext — Security Solution Evangelist

In-depth, real-time phishing threat intelligence

- Developed and executed micro-targeted campaigns, and performed lead development and multi-channel follow-up efforts to generate leads and elevate brand. New site visitors increased 437% in 30 days over same period previous year.
- Responsible for content syndication used in conjunction with both in-bound and out-bound campaigns.
- Worked with Pardot and Marketing Automation (MA) agency to bring all MA in-house using HubSpot.

Wootric — Director, Demand Generation

Mar 2018 - Jan 2019

Machine learning customer feedback management platform

- Set up marketing automation (HubSpot/Salesforce). Designed and created sales funnel definitions, metrics, and respective automated workflows, as well as content to track and act upon leads, MQLs, SALs, SQLs, opportunities, and closes, which resulted in increases of new site users (62%), net new leads (32%), MQLs (188%), demos (600%), and opportunities (39%) during tenure (vs. previous period).
- Tracked and managed paid search and spend, reducing the cost-per-lead by 68% during tenure.
- Managed all events, including concept, strategy, materials (booth, collateral, videos), follow-ups, and metrics.

OPSWAT — Digital/Demand Generation Marketing

Sep 2017 - Mar 2018

Advanced threat detection and prevention platform

- Performed digital marketing review and optimized Google Ads for spend, keywords, and exclusions based on personas and targeted messages. Web sessions increased 226% and conversions (web portal sign ups) increased 408% in 60 days.
- Integrated events with MarTech (HubSpot/Salesforce) to increase ROI and turn events into a profit center.

Intertrust Technologies (WhiteCryption) — Director of Marketing

2015 - 2017

App security for banking/financial services, healthcare, automotive, and entertainment

- Marketing consultant for the WhiteCryption application shielding startup, which was later acquired by and folded into Intertrust Technologies as a product brand. Responsible for marketing operations, demand generation, product marketing, and marketing communications.
- Set up Marketo/Salesforce/DiscoverOrg integration with associated campaigns, increasing current MoM SQLs 250%, \$4.3 million in opportunities (within 60 days), and record close-wins.

Talksum — Head of Marketing

2013 - 2015

Real-time, high-speed security, analytics, data processing and management solutions

- Built the marketing team, and created and grew corporate image and product brand.
- Launched award-winning flagship product and subsequent cloud-based solutions.

Aggregate Knowledge (Neustar) — Marketing Director

2007 - 2013

Leading ad-tech data management and analytics solutions

- Launched startup company from pre-funding stage onward. Developed branding, positioning, and messaging (corporate and product), including materials used to attract initial VCs and customers.
- Was responsible for sales enablement, digital marketing, and early-phase demand generation.
- Helped accelerate growth/revenue stream for successful \$110 million acquisition by Neustar, a \$3.2 billion company.

SIDE PROJECTS

Inside Game, the Movie (2019) and Inside Game, the Book (2019) — Web Developer

Feature film and book released Nov. 1, about the NBA betting scandal (insidegamemovie.com and insidegamebook.com).

BenchNation (2016) — Publisher and Managing Editor

User-generated sporting news site

Hive Limited (2014-2015) — Founder and Head of Marketing

Social network for file sharing and streaming (cloud storage, video encoding/streaming, and apps)

Beta launch October 2014 (top Product Hunt); official launch December 2014 (100K+ users first two months). Secured \$500K seed; locked growth at 200K users because of server costs. Successful exit (sold to service provider late 2015).

EDUCATION

University of Missouri, Bachelor of Journalism – Columbia, Missouri.