



Marketing Executive Brief

Building Scalable Revenue Engines

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Growth Marketing | Revenue Marketing | GTM Strategy | Demand Generation

Exceptional growth comes from building systems, not disparate campaigns. My passion is helping organizations scale by aligning marketing, sales, product, and customer success around measurable business outcomes to drive revenue based on data-driven optimization and cross-functional collaboration.

Introduction

Marketing has evolved beyond campaigns.

Today's fastest-growing SaaS companies scale because they build integrated growth systems that connect product, marketing, sales, customer success, operations, and executive leadership around shared business outcomes.

That's where I create value.

Throughout my career, I've partnered with executive teams to transform marketing into a measurable driver of growth by building scalable demand generation programs, modernizing marketing operations, strengthening go-to-market strategy, and creating the organizational systems that enable businesses to scale with confidence.

I believe exceptional growth is built through strategy, alignment, operational excellence, and continuous optimization.

Whether launching a new product, rebuilding a website, implementing CRM automation, or developing an account-based marketing strategy, I approach every challenge with the same philosophy: **Build systems that continue creating value long after the campaign ends.**

About Audri Wadsworth

I am a growth marketing and go-to-market executive with more than 15 years of experience helping B2B SaaS and technology companies build scalable marketing organizations that accelerate pipeline, strengthen market positioning, and drive measurable revenue growth. I hold a Master of Science in Graphic Information Technology from Arizona State University, where I focused on user experience, digital product development, research, and marketing technology.

In addition to leading high-performing marketing teams, I have served as an adjunct marketing instructor, mentoring the next generation of marketing and technology professionals while staying closely connected to emerging trends and best practices. Throughout my career, I have collaborated with organizations, partners, customers, and distributed teams across global markets, giving me experience working effectively across cultures, time zones, and business environments. Based in Southern Utah, I am seeking a remote or hybrid executive leadership opportunity and welcome travel as an opportunity to build stronger relationships with customers, colleagues, and cross-functional teams.

My career has been defined by a passion for building: teams, systems, brands, and organizations that are positioned to scale.

LEADERSHIP OVERVIEW

Building scalable revenue engines for B2B SaaS Companies

Revenue Acceleration	Executive Leadership	Operational Scale	Market Expansion
Demand generation	Executive team member	HubSpot & Salesforce	Award strategy
ABM & GTM strategy	Board reporting	RevOps collaboration	PR & thought leadership
Pipeline acceleration	Investor communications	AI workflows	Enterprise events
Product marketing	Cross-functional leadership	SOC 2 & ISO support	Brand positioning

Revenue Growth

Develop integrated growth strategies that increase qualified pipeline, accelerate customer acquisition, improve conversion efficiency, and drive sustainable revenue growth.

Growth Systems

Build repeatable marketing operations, automation, reporting, and AI-enabled workflows that allow organizations to scale efficiently.

Executive Leadership

Lead cross-functional marketing organizations, agency partners, and executive initiatives while aligning business functions around shared objectives.

Customer Experience

Create customer-centric marketing programs that improve engagement, conversion, retention, and long-term account growth.

Marketing Leadership Overview

- \$1M+ Annual Marketing Budget Managed
 - 15 Marketing Professionals Led
 - Multiple Agency Partnerships Managed
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Growth Performance

- 30x Website Traffic Growth
 - 2M+ Annual Campaign Impressions
 - 40% Improvement in MQL-to-SQL Conversion
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Demand Generation

- 286 Marketing Qualified Leads
 - 41 Marketing Opportunities
 - 30 Days Lead-to-Opportunity Conversion
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Paid Media

- 676% Increase in Paid Advertising Clicks
 - 840% Google Ads Click Growth
 - 82% Reduction in Cost Per Click
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SELECTED BUSINESS RESULTS

Slate Technologies

I served as a member of the executive leadership team, partnering with the CEO, CRO, CTO, and private equity stakeholders to develop growth strategies, marketing priorities, product launches, and quarterly business reviews. Prepared and presented board-ready marketing reports and performance dashboards for investors and board members, including technology executives with experience leading and scaling Silicon Valley startups.

Built a scalable demand generation strategy that increased website traffic from approximately 1,000 to more than 30,000 monthly visitors while generating nearly two million campaign impressions and improving MQL-to-SQL conversion by 40%.

Managed a \$1M marketing budget while leading internal marketing resources and multiple specialized agencies across paid media, web development, content strategy, creative services, PR, and event marketing for a global organization with offices in San Mateo, CA, Ontario, Canada, and Mumbai, India.

Directed strategic award and recognition initiatives that elevated Slate's brand visibility and credibility, leading submissions for AI Breakthrough Awards, The SaaS Awards, Building Innovation Awards, BUILD Construction & Engineering Awards, and CIO Coverage's Top 10 Construction Technology Companies to Watch.

Partnered cross-functionally to support ISO certification and SOC 2 compliance initiatives by contributing marketing documentation, process alignment, and cross-department coordination that strengthened enterprise readiness and customer trust.

Led go-to-market messaging and positioning for AI-powered construction technology solutions, translating complex capabilities into customer-centric narratives that supported enterprise sales and market differentiation. Generated inbound demand that contributed to acquiring Samet Corporation as a pilot customer, demonstrating the business impact of integrated inbound marketing. This enterprise contract was later renewed and upsold which demonstrates that our targeting and brand alignment were dialed in to attract a perfect opportunity for our sales team.

Zonos

As part of Zonos' continued growth, I helped improve the operational maturity of the marketing organization by implementing scalable processes across Salesforce, Pardot, Jira, and Confluence. I developed ICP frameworks, buyer personas, lifecycle campaigns, lead routing, attribution standards, UTM governance, executive dashboards, and marketing documentation that improved collaboration across Marketing, Sales, RevOps, Product, and Customer Success. These initiatives established repeatable systems that supported more efficient campaign execution, stronger reporting, and better alignment across the revenue organization.

While working closely with our sales and executive revenue teams, I redesigned paid acquisition strategy resulting in an 840% increase in Google Ads clicks while reducing cost-per-click by 82% and cost-per-lead by 72%. I also developed a nurture cycle for following up on cold lead lists.

While I Zonos, I generated 286 marketing-qualified leads in a single month, increased marketing opportunities to a seven-month high, and reduced lead-to-opportunity conversion time to 30 days.

Beyond digital demand generation, I helped expand Zonos' field marketing strategy by partnering closely with Sales and Product Marketing to strengthen the company's presence at industry conferences and customer events. I developed booth messaging, coordinated event marketing assets, and helped create a more strategic event experience that better aligned with target industries and buyer personas. Attending conferences alongside the sales team provided valuable customer and market insights that informed messaging, positioning, product marketing, and vertical-specific campaigns while strengthening collaboration between Marketing and Sales.

LEADERSHIP PHILOSOPHY

Technology doesn't create growth.

People do.

My role as a marketing leader is to build the systems, culture, and processes that enable talented teams to perform at their highest level.

I believe great marketing organizations are built through curiosity, experimentation, collaboration, transparency, and a relentless focus on measurable business outcomes.

The most rewarding part of my career has never been launching a campaign—it has been building the teams, strategies, and operational foundations that continue delivering results long after implementation.

WHY ORGANIZATIONS HIRE ME

The most successful growth organizations are built at the intersection of strategy, technology, execution, and leadership. What differentiates me isn't simply the number of marketing channels I've managed or the technologies I've mastered. It's my ability to see the entire growth ecosystem.

Over the past 15 years, I've built marketing functions across high-growth SaaS and technology organizations, partnering with executives, product teams, sales leaders, customer success, and investors to create systems that drive sustainable business growth. My graduate education in technology, combined with hands-on experience leading teams, modernizing operations, supporting board-level reporting, launching products, strengthening enterprise readiness, and leveraging AI to improve execution, gives me a perspective that extends well beyond traditional marketing.

I've shaped go-to-market strategy, strengthened brand credibility, improved marketing operations, supported enterprise sales, and built the systems that turn marketing into a measurable driver of business growth. Because my experience spans nearly every major marketing function and extends into executive planning, investor reporting, compliance initiatives, AI adoption, and cross-functional leadership; I bring a perspective that is broader than traditional demand generation or digital marketing roles.

I understand how marketing connects to the larger business, and I thrive in environments where growth depends on aligning people, processes, and technology around a shared vision. My greatest strength is building organizations that are prepared to scale.

I build the strategic, operational, and organizational foundations that help companies scale with confidence.

- ✓ Build scalable marketing organizations
- ✓ Accelerate demand generation
- ✓ Improve marketing efficiency
- ✓ Strengthen Sales alignment
- ✓ Develop GTM strategy
- ✓ Launch products
- ✓ Lead cross-functional teams
- ✓ Modernize marketing with AI
- ✓ Improve customer acquisition
- ✓ Connect marketing performance to business outcomes

Let's talk about how I can support your team

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