

CONTACT:

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CAREER FOCUS:

*Customer centric marketer  
focused on revenue  
producing strategies aligned  
with sales goals and  
designed to drive efficiencies  
for scalable and repeatable  
growth.*

Senior-level Marketer, 20

Years Expertise in:

- Sales and Marketing Alignment
- Scalable Demand Generation
- Integrated Growth Acceleration Strategies
- MarTech Process, Design & Implementation
- Key Performance Measurement and Visibility
- Customer Journey Streamlining
- Marketing Automation and CRM

# KC DEKORTE COX

## Demand Generation Marketing Leader

CAREER ACCOMPLISHMENTS:

- Founded and operated a successful growth acceleration consulting firm for over 15 years. Driving revenue producing strategy and cost-effective execution for dozens of high-growth companies.
- Successful implementations and Salesforce.com integrations of Marketo, Act-on, Hubspot, Pardot and Infusionsoft for dozens of B2B organizations focused on SMB to Enterprise and Account Based Marketing (ABM).
- Built scalable marketing and sales strategies for high-growth SaaS organizations to improve Demand Generation, Sales Qualified Leads, CAC and MRR.
- Designed and implemented [MarTech stacks](#), including Marketing Automation, CRM, BI and Sales Enablement for start-ups, as well as, VC backed technology organizations.
- Shifted marketing and sales lead flow processes to improve lead quality and sales focus allowing sales to optimize closed deals by more than 30% while shortening the sales cycle by 50%.
- Created over 100 content marketing programs and campaigns for thought leadership, lead generation, prospect nurturing, customer loyalty and recurring revenue.
- Managed all corporate marketing and communications programs and staff for a leading consumer products company.

EDUCATION:

Northern Arizona University - Flagstaff, Arizona  
Bachelor of Science - School of Communications with an emphasis in marketing, advertising and public relations.

## WORK EXPERIENCE:

### Growth Acceleration Strategy Consultant

**Revenue Productions** – An integrated marketing firm that supports growth oriented companies with scalable marketing solutions focused on impactful ROI.

- Targeted demand generation programs including digital advertising, trade shows, webinars, web media, social media, affiliate & channel programs, email marketing and SEM.
- Execution of marketing operations strategies by developing [martech stacks](#) customized to each company and fully implementing marketing automation campaigns, lead scoring, attribution modeling, reporting and analytics and integration with CRM.

#### *REVENUE PRODUCTIONS – PARTIAL CLIENT LIST:*

NC2, Square2Marketing, Dollar Days, Wecounsel, Booker Software, Eyeview Digital, Integrate.com, Cofactor (A Tegna/Gannett Company), WebPT, MarketTools (Zoomerang), FiREapps, Involve Technology, Egreetings, Netcentives

### Head of Demand Generation & Digital Marketing (09/11 – 5/15)

**Clicktools** – [www.clicktools.com](http://www.clicktools.com) – SaaS survey software fully integrated with CRM (*acquired by Calidus Cloud*)

- Sole responsibility for launching a new self-service SaaS product (Syncfrog), driving sales and usage through online channels.
- Responsible for all demand generation activity and capacity management of lead flow through the sales funnels.
- Set-up and management of all marketing automation activity (Marketo).
- Created social media marketing and influencer program for both the Clicktools and Syncfrog products that grew social profiles by more than 10X.
- Coordinated development of new branding and messaging effort including website, materials, social media platforms, etc.
- Establish budget and reporting of program returns for executive buy in.
- Grew Twitter base 10x; Dreamforce leads by 8x; Overall lead acquisition by 3x; Average SRL lead count by 5x, in one year.

### Director of Marketing Services (07/09 – 08/11)

**Infused Systems** [www.infusedsystems.com](http://www.infusedsystems.com) – Marketing service and technology company with an emphasis on implementation and enhancement of CRM technology and marketing automation. (*acquired by Infusionsoft*)

- Ran entire services operations doubling sales in less than 6 months.
- Managed staff of six full-time employees and a handful of contractors to service nearly fifty marketing services clients with an overall customer satisfaction rating of 4.75 out of 5 and a retention rating of 88% month-over-month.

## **Whole Product Manager and Partner Marketing Strategies (03/08 – 04/09)**

**Infusionsoft** [www.infusionsoft.com](http://www.infusionsoft.com) – CRM/marketing automation software for small businesses.

- Reported directly to the founder.
- Responsible for developing all service, product and technology offerings outside the core product, through third-party relationships.
- Established a partner resource center to match prospective customers with partner offerings and monetize the whole product program.
- Created the channel partner, marketing best practice education program to develop prospects so they would convert into sales quicker and more easily.
- Developed and executed a partner recruitment plan through online advertising, social media and creative grassroots marketing programs.

## **Marketing Communications Director (10/06 – 03/08)**

**Xyron** [www.xyron.com](http://www.xyron.com) – Consumer products manufacturer in crafts & office supplies.

- Reported directly to the President.
- Development and execution of company-wide Ecommerce/Web strategy, technology, operations, management and marketing including [www.xyron.com](http://www.xyron.com), [www.xyronpro.com](http://www.xyronpro.com), [www.irememberwhen.com](http://www.irememberwhen.com).
- Worked closely with category managers coordinating focus groups, online surveys and other forms of gathering voice of the customer data to develop new product offerings.
- Responsible for all marketing communications efforts including in-house graphic design, packaging, national advertising and media buys, public relations, project design team, consumer education and awareness, and video production.

## **Director of E-Commerce**

**Autom** [www.automonline.com](http://www.automonline.com) – Christian products wholesaler, retailer and manufacturer made up of seven different websites and four print catalogs.

- Responsible for all eCommerce key performance indicators across seven B2B and B2C websites
- Developed and maintained departmental budgets and kept the online programs at a positive return with a marketing budget of less than 20% of sales
- Created a full analysis of all web traffic funnels, conversions, cart abandonment, promotion response rates, email response rates, segmentation returns, etc.

## **E-commerce Project & Business Development Manager**

**SkyMall, Inc.** ([www.skymall.com](http://www.skymall.com))

- Started their first ever e-commerce program and grew it to 3% of their business in less than one year.