

ADAM KWOKA

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PROFILE SUMMARY

Demand Generation Expert, Driving Strategic Growth & Business Expansion Through Data-Driven Strategies and Cross-Functional Collaboration

Accomplished, results-driven demand generation and growth marketing executive with over 18 years of experience in developing and executing comprehensive demand generation and growth marketing strategies to generate qualified leads, accelerate sales cycles, maximize customer acquisition, and \$100M+ in pipeline for enterprise and start-up companies. Excel in leveraging data-driven insights, innovative marketing technologies, and cross-functional collaboration to fuel business growth and market expansion. Visionary leader who combines deep industry knowledge with strategic thinking to drive business impact, with a business-minded approach to all marketing activities while establishing a competitive edge in the dynamic enterprise and technological landscape.

Key Strengths:

- **Vision and Strategy Development:** Expert in setting the vision and strategy for brand awareness and demand generation, utilizing insights and research to develop comprehensive marketing strategies that aligns with business goals.
- **Growth Marketing:** Proficiency in leveraging data driven tactics and growth hacking techniques to optimize marketing campaigns, increase conversion rates, and accelerate business growth.
- **Marketing Campaigns and KPIs:** Experienced in developing marketing campaigns that deliver business results, including project forecasting and setting marketing KPIs. Able to deliver regular report on marketing performance and provide optimizations to impact results directly.
- **Branding Strategy:** Comprehensive oversight of brand strategy, including brand positioning, identity, tone of voice, architecture, naming, governance, and consistency while ensuring omnichannel integration across all customer experience channels.

SIGNATURE STRENGTHS & COMPETENCIES

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| • Demand Generation | • Go-to-Market Strategy | • Cross-Functional Collaboration |
| • Event Marketing | • Lead Generation | • Budgeting and Forecasting |
| • Campaign Planning and Execution | • Creative Content Generation | • Customer Acquisition & Retention |
| • Marketing Automation | • B2B & B2C SaaS Marketing | • Account Based Marketing (ABM) |
| • Performance Analysis and Reporting | • Data Enrichment | • Leadership & Team Development |

PROFESSIONAL EXPERIENCE

Director of Demand Generation | Prevedere Inc, Remote

Jan 2023 - Jun 2024

- Enhanced demand generation tactics across various channels such as email, SEO, SEM (Google & Bing), website, paid media, and chat, resulting in a 50% surge in lead (MQL) and opportunity (SQL) generation.
- Orchestrated and managed over 15 webinars and tradeshows annually, collaborating with executive peers, partners, and clients.
- Supervised a team of 5 Business Development Representatives (BDRs), implementing effective lead follow-up strategies that boosted the conversion rate by 70%.
- Led the creation and analysis of comprehensive demand generation and marketing activity reports, improving data-informed decision-making processes and delivering regular updates during company QBRs.
- Trained sales teams on tools including Salesforce, Marketo, Outreach, Dux-Soup, and ZoomInfo, resulting in a 40% increase in sales team productivity.
- Spearheaded Account-Based Marketing (ABM) initiatives, refining marketing and sales prospecting strategies to increase account engagement.
- Managed relationships with multiple vendors and agencies, ensuring seamless collaboration and maintaining a 95% project completion rate on time and within budget.
- Increased accuracy of our database by continually appending and enriching the database to keep it up-to-date for better precision.
- Developed a channel sales program facilitating partner activation through collateral, webinars, and co-branded events.

Director of Demand Generation | RecVue Inc, Palo Alto, CA

Mar 2022 - Jan 2023

- Directed all demand generation channels, including website, SEO, SEM, email nurtures, landing pages, chat, events, and social media, for a B2B SaaS ERP and billing Series A startup, resulting in a 40% increase in lead acquisition (MQA).
- Managed ZoomInfo data imports, precisely targeting Ideal Customer Profiles (ICPs), which enhanced lead quality and cleansing.
- Salesforce admin along with used Hubspot for marketing automation for emails, landing pages, forms, and lead scoring.
- Developed clear marketing goals aligned with sales objectives, driving a 50% growth in sales pipeline.
- Analyzed the performance of all tactics, programs, and campaigns, providing data-driven recommendations to the CEO and Board of Directors, contributing to a 30% increase in overall marketing ROI.
- Led the strategy and execution of tradeshows and digital events, resulting in a 60% boost in event-generated leads and a 50% increase in event-driven revenue.

Marketing Director / Professional (contract) | Verizon Business, Basking Ridge, NJ

Mar 2021 - Mar 2022

- Planned and managed the go-to-market strategy for the Verizon Business Mastercard, a new initiative from Verizon Business.

- Developed, executed, and analyzed demand generation campaigns that generated leads for the B2C consumer credit card that could be tested for Verizon Business.
- Managed all creative and written communications for the launch, including email, SMS, direct mail, internal app ads, retail (in-store), PR, paid media, website, and landing pages.
- Developed content marketing strategy for the launch.

Demand Generation Director / Professional (contract) | Forcepoint, Austin, TX**Jan 2020 - Mar 2021**

- Designed and executed multi-channel programs and tactics for a B2B SaaS cybersecurity company, increasing awareness and lead generation through targeted account-based efforts, resulting in a 40% growth in brand recognition.
- Led a high-visibility global demand generation campaign that increased the pipeline by 37% year-over-year. Tactics included paid media, website, PR, email, webinars, social media, and 3rd party website takeovers and content syndication.
- Implemented an Account-Based Marketing (ABM) campaign, highly targeted to our Ideal Customer Profile (ICP), resulting in a 50% growth in Marketing Qualified Leads (MQLs).
- Utilized Marketo to build an email nurture program, increasing open rates by 150% and click-through rates (CTRs) by over 200%.
- Managed a 7-figure budget, strategically allocating resources to programs that drove the new business growth, contributing to a 35% increase in annual revenue.

Director of Marketing | Lightstone Group, New York, NY**May 2019 - Jan 2020**

- Led, built, and mentored a data-driven team of 12 marketing and sales professionals, focusing on growth within the EB-5 visa space, resulting in a 45% increase in qualified leads.
- Managed a direct marketing budget of over \$1M for demand generation campaigns, driving a 30% increase in new investor growth.
- Implemented granular tracking across KPIs, including impressions, clicks, web visitors, video views, collateral downloads, leads, initial sales conversations, and revenue, leading to a 25% improvement in campaign ROI.
- Oversaw all PR and awareness initiatives for the EB-5 sector, enhancing brand visibility and contributing to a 20% increase in media coverage.
- Cultivated relationships with key industry influencers, which boosted engagement and resulted in a 15% increase in referral leads.

Senior Campaigns Marketing Manager | Oracle, New York, NY**Jun 2016 - May 2019**

- Led and owned demand generation channels for Oracle Cloud SaaS ERP and Enterprise Performance, driving a 50% YoY average annual pipeline growth over three years.
- Managed a \$2.5M annual budget for multi-channel demand generation campaigns, content creation, and search engine marketing, achieving a 35% increase in ROI.
- Boosted pipeline and MQL growth by 45% by evaluating performance metrics across demand generation and customer engagement channels, including email, webinars, search, paid media, social media, and content syndication.
- Ensured accurate marketing and sales data through meticulous campaign performance assessments and the production of comprehensive pipeline reports, enhancing data-driven decision-making by 30%.

Demand Generation Strategist (contract) | Radial formerly known as eBay Enterprise, King of Prussia, PA Jul 2015 - Jun 2016

- Led the go-to-market (GTM) launch of B2B SaaS company Radial (formerly eBay Enterprise), resulting in a 50% increase in brand recognition within the first six months.
- Collaborated with a leading global branding agency on the new brand roll-out, successfully engaging 10,000+ internal and external stakeholders.
- Directed comprehensive demand generation campaigns for the launch, incorporating email, website, landing pages, paid media, SEO, webinars, and PR, which drove a 40% increase in lead generation.
- Managed digital and in-person event strategies for both eBay and Radial, resulting in a 30% increase in event-driven lead acquisition.
- Achieved strategic account penetration for the top 1000 accounts by aligning with sales and external agencies on ABM strategy, increasing account engagement by 25%.

Previous Work Experience

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| • Senior Marketing Manager Americas, Powa Technologies, New York, NY | Jun 2014 - Jul 2015 |
| • Marketing Manager New York Daily News, New York, NY | Jun 2012 - Jun 2014 |
| • Director of Marketing Paramount Merchant Funding, New York, NY | Feb 2010 - May 2012 |

EDUCATION

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| • Master of Science - Informatics , Business, Blekinge Institute of Technology | Sep 2010 - May 2012 |
| • Bachelor of Business , Business Management, Hofstra University | |