

Corey Washington

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MARKETING STRATEGY & OPERATIONS LEADER

Full-stack marketing leader with 14+ years of experience building scalable B2B SaaS growth systems across lifecycle, demand generation, events, and content strategy. Expert in HubSpot Marketing Hub, AI-driven workflows, and cross-channel campaign orchestration that convert complexity into clarity and revenue.

WORK EXPERIENCE

ARRive Growth Partners

Marietta, GA

Fractional VP, Marketing Operations

Aug 2025 - Present

Advising health-tech portfolio companies on go-to-market strategy, marketing automation, AI optimization, content strategy, and CRM integration.

- Advise health-tech founders on GTM, automation, AI optimization, and lifecycle marketing.
- Built end-to-end HubSpot systems connecting lead gen to revenue attribution.
- Created AI-supported campaigns that improved targeting and shortened GTM cycles.
- Develop brand and multi-channel content assets aligned with ARR Flywheel strategy.

Amenities Health

Marietta, GA

Sr. Marketing Manager

May 2024 - Jun 2025

- Led full HubSpot implementation unifying marketing + sales ops.
- Increased ICP traffic **48-64% MoM** through refined messaging, PR, and paid media.
- Drove **28% higher trade show lead conversion** via booth redesign, target outreach, digital experiences, and other optimized assets.
- Surpassed SQL targets through integrated ABM + partner co-marketing.
- Accelerated GTM execution from weeks to days with AI-driven workflows.

*(Role concluded due to **company-wide layoff**)*

Revenue Storm

Director Of Marketing

Apr 2022 - Nov 2023

- Boosted digital lead conversion **34%**; achieved **100%** client retention through targeted and personalized campaigns across channels.
- Elevated trade show ROI 28% by overhauling event selection and design.
- Created modular HubSpot content by funnel stage, cutting production time **30%**.
- Upskilling the team on HubSpot, Salesforce, and automation techniques, enhancing marketing efficiency.
- Integrated AI tools to improve seller engagement and GTM content quality.
- Developed sales enablement materials that bridged marketing and sales.

*(Role concluded due to **company-wide layoff**)*

zPaper

Director Of Marketing

Mar 2018 - Apr 2022

- Delivered **60% revenue growth** via ABM and inbound partner campaigns.
- Reduced sales cycle **30%** through HubSpot-Salesforce alignment.
- Owned ISV partner marketing and full-funnel event strategy (HIMSS, ViVE, Asembia).
- Built digital enablement hub for Salesforce consultants and ISVs consisting of guides, quoting tools, and partner assets.

Moxie (Publicis)

Solutions Consultant - CRM and Audience Experience

Feb 2016 - Feb 2018

- Increased customer engagement by **40%** through dynamic segmentation and multichannel content automation.
- Accelerated sales closure speed by **20%** through interactive demos and tailored platform walkthroughs.
- Leveraged CRM insights to refine audience segmentation and messaging, strengthening overall campaign performance.

*(Role concluded due to **company-wide layoff**)*

Bluewolf (now IBM ix)

Marketing Automation Project Manager

Jan 2014 - Jan 2016

- Managed marketing automation projects, coordinating cross-functional teams to deliver on schedule while optimizing marketing workflows.
- Enhanced process efficiency by integrating automation solutions that supported rapid campaign executions.

*(Role concluded due to **departmental layoff**)*

Freelance/Rishari

(Contract)

Aug 2020 - Present

- Provide marketing operations support to small businesses.

Earlier Roles

Teradata – Project Manager, Global Services (2013–2014) | **Salesforce** – Project Manager, Marketing Cloud (2011–2013) | **Covance (LabCorp)** – Americas Project Manager (2004–2011)

EDUCATION

Indiana Wesleyan University | Master of Science, Strategic Management

Marion University | Bachelor of Business Administration, Marketing & Management

CERTIFICATIONS

- **Demandbase ABM Foundations & ABX Certifications**
- **HubSpot Marketing Software Certified**
- **PMI Foundations (Project Management Institute)**
- **RevenueStorming (GTM Sales Methodology)**

SKILLS

Lifecycle, Customer & Demand Generation Marketing: Brand Management, Campaign Automation, Content Creation, Trade Show Design and Management, Journey Mapping, Lead Nurture, Cross-Sell/Upsell Strategy, Pipeline Acceleration

Platforms: HubSpot, Salesforce, Google Analytics, Zapier, ZoomInfo, Clay, Lemlist, Rollworks

Acquisition & Content: Demand Generation, Paid Media, SEO, Email Nurture, StoryBrand Messaging, Content Strategy

Analytics: Looker Studio, Excel, Google Analytics, Semrush, ahrefs

Creative Tools: Figma, Descript, Adobe Creative Suite, Camtasia, Riverside.fm, Affinity Designer

KEY ACHIEVEMENTS

- Boosted campaign conversions and retention through automation and personalized nurture flows guided by StoryBrand principles.
- Improved event lead generation by 34% through redesigned trade show and webinar strategies with real-time conversion tactics.
- Balanced strategic leadership with hands-on execution, enabling fast, high-impact marketing delivery.