

# Corey Washington, MSM

Marketing Leader | Brand-Builder | Revenue Driver  
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## SUMMARY

Dynamic and full-stack marketing leader with 14+ years of experience driving pipeline and revenue through strategy, storytelling, and scalable execution. Equally, comfortable designing campaigns, building workflows, launching content across channels, and leading cross-functional teams. Adept at leading cross-functional teams, managing agency and vendor partners, and rolling up sleeves to get things done.

## EXPERIENCE

Sr. Marketing Manager

Amenities Health

📅 05/2024 - 06/2025

- **Owned the complete implementation** of HubSpot Marketing Hub.
- **Increased targeted ICP traffic by 48-64% MoM** by optimizing PR, paid media, and content messaging.
- **Boosted trade show lead conversion 28%** through revamped booth design and campaign assets. Consistently exceeded SQL targets via integrated cross-channel ABM and partner co-marketing.
- **Reduced GTM execution time from weeks to days** with AI-driven sales workflows and automated marketing operations.
- **Improved funnel velocity using behavior- and account-based workflows** with dynamic triggers.
- **Increased sales call scheduling** through behavior- and account-based automation.
- **Collaborated cross-functionally** to deliver comprehensive campaign-ready content.

Director Of Marketing

Revenue Storm

📅 04/2022 - 11/2023

- **Boosted digital lead conversion by 34% and client retention to 100%** with targeted multichannel campaigns.
- **Increased cross-channel engagement by 42%** using dynamic content and video.
- **Increased trade show ROI by 28%** by improving event selection process and a revamped event marketing strategy.
- **Reduced production timelines** by upskilling the team in HubSpot Marketing Hub, Salesforce Sales Cloud, and automation strategies. Improved seller productivity and outreach quality with AI tools.
- **Developed modular content systems** in HubSpot and integrated tools aligned to the audience, funnel, and sales processes.

Director Of Marketing

zPaper

📅 03/2018 - 04/2022

- **Achieved 60% revenue growth** by implementing ISV partner campaigns, robust ABM programs, and comprehensive full-funnel inbound strategies.
- **Secured 100% top-account retention** through strategic lifecycle marketing and data-driven content initiatives.
- **Reduced the sales cycle time by 30%** through enhanced sales-marketing alignment and objective-based selling.
- **Implemented HubSpot Marketing Hub** to power cross-channel partner marketing initiatives.
- **Developed and implemented cross-channel content strategies** within HubSpot and integrated solutions for partner marketing.
- **Created a comprehensive digital partner enablement hub**, featuring sales guides, an interactive quoting engine, product sheets, product videos, and solutioning guides.

Solutions Consultant - CRM and Audience Experience

Moxie (Publicis)

📅 02/2016 - 02/2018

- **Improved email engagement by 25%** and customer interaction by 40% through segmentation, advanced automation, multichannel audience, content strategies, and web-personalization strategies.
- **Increased sales closure speed by 20%** by creating interactive demos and tailored platform walkthroughs.

## KEY ACHIEVEMENTS

**Boosted campaign conversions and retention**

through automation, personalized nurture flows, and AI-triggered insights - guided by StoryBrand and role-specific content experiences.

**Improved event lead generation by 34%**

by redesigning trade show and webinar strategies including real-time conversion tactics.

**Proven leadership versatility**

balancing strategic planning with hands-on execution, team enablement, and fast-turn campaign delivery.

## AREAS OF EXPERTISE

Demand Generation & ABM/ABX

Brand Management

Campaign Strategy & Asset Production (Landing Pages, Presentations, Copywriting)

Content Creation (Video, eBooks, Emails, Web, Social)

CRM & Marketing Automation (HubSpot, Salesforce)

Martech-Enabled Execution (Automation, Personalization, Measurement)

Trade Show & Webinar Experience Design

Interactive Demos & AI Enablement

Team Leadership & Vendor Management

Sales Enablement

Project Management

## CERTIFICATIONS

ABM (Account-Based Marketing) Foundations Certification, Demandbase

ABX (Account-Based Experiences) Certification, Demand Base

HubSpot Marketing Software Certified

PMI Foundations, Project Management Institute (PMI)

RevenueStorming, Revenue Storm

ADDITIONAL EXPERIENCE

Marketing Automation Project Manager. Bluewolf (now IBM ix)	📅 2014 - 2016
Freelance/Fractional Marketing Operations	📅 08/2020 - Present
Project Manager, Global Services - Marketing Applications Teradata	📅 2013 - 2014
Project Manager - Marketing Cloud Salesforce	📅 2011 - 2013
Americas Project Manager Covance (LabCorp)	📅 2004 - 2011

EDUCATION

Master of Science in Strategic Management Indiana Wesleyan University
📍 Marion, IN
Bachelor of Business Administration in Marketing & Management Marion University
📍 Indianapolis, IN

TECHNICAL SKILLS

HubSpot	Salesforce	Asana	ClickUp
ZoomInfo	MS Office Suite	Figma	
Camtasia	LinkedIn Navigator	Rollworks	
Apollo.io	ScreenFlow	Zapier	
Adobe Creative Suite			
Google Ads/Analytics/Tag Manager			
LinkedIn Ads	SEMrush	Final Cut Pro	
Monday.com	Google Workspace		
LinkedIn Marketing OS	OpenAI	Claude.ai	
Google AI Studio	Voiceflow.ai	Riverside.fm	
Storylane.io	Screenflow	Descript	
AI Agents (intermediate proficiency at Relevance.ai - Make.com - n8n)			