

Alex Shamy

alexshamy.com

linkedin.com/in/alexshamy

(540) 819-6078

alexshamy@gmail.com

Product led growth
Demand generation
User acquisition

Marketing strategy
Growth operations
Data analysis

Digital marketing professional with over 10 years experience in B2B SaaS
Proven leader with experience managing growth, marketing and sales development teams
Data driven marketer with ability to develop and test ideas from concept to production

WORK EXPERIENCE

Vimeo

Senior Manager, B2B Marketing	New York, NY	2021-Present
Manager, B2B Marketing	New York, NY	2019-2021

Responsible for product led growth initiatives to drive sales assisted pipeline. Own Product Qualified Lead (PQL) outbound strategy, execution and measurement cross-functionally with sales operations. Manage in-product targeting and measuring with both internal tools and the growth engineering organization. Plan and prioritize Enterprise upsell testing opportunities both on web and in-product and effectively communicate launches and results across the organization.

Namely

Manager, Demand Generation	New York, NY	2018-2019
Senior Marketing Associate	New York, NY	2017-2018

Worked with the sales and go-to-market organization to set demand targets to meet business pipeline and ARR goals. Managed budget to drive maximum lead volume without sacrificing quality. Oversaw paid search and performance marketing strategy. Responsible for all inbound lead generation through content partnerships.

- Responsible for driving over 50% of all new business opportunities through marketing
- Built a first and recent touch attribution model to measure success of marketing programs
- Held accountable for all inbound demand generation by CRO and SVP Sales

Kisi

Head of Growth	New York, NY	2015 - 2017
-----------------------	---------------------	--------------------

Responsible for all product marketing, inbound acquisition, and lead nurturing activities. Built an inbound lead funnel via content marketing and SEO optimization aligned to product/market fit. Developed a self-service model which drastically decreased customer acquisition cost. Identified and developed business development and marketing partnerships to strategically drive business growth.

- Grew monthly website traffic 300% through organic digital marketing initiatives.
- Overhauled inbound funnel, driving hundreds of qualified B2B leads to sales each month.
- Coordinated all product go-to-markets including marketing campaigns, events, and sales collateral.

EDUCATION

Virginia Tech

Bachelor of Arts in Public and Urban Affairs	Blacksburg, VA	2012
---	-----------------------	-------------