

Brenden V. Watts

Marketing Manager / Demand Generation & Brand

Rochester, NY / (858) 232-4045 / brendenwattsdesign@gmail.com

Marketing manager who builds programs end to end, from first impression through closed pipeline. Built the marketing function from scratch at a healthcare SaaS company and grew **Salesforce pipeline 150% in six months**. In practice that means writing the copy, designing the assets, wiring up the automation, and reporting on what came back. Trained as a designer, which shows up in the work. Comfortable in **B2B and B2C**, and fluent with AI tooling across the stack.

EXPERIENCE

Marketing Manager

Mar 2023 – Present

Collabrios Health · Healthcare SaaS

- Grew **Salesforce pipeline by 150% in six months**, the first full cycle after the new marketing engine went live.
- Built the marketing engine from the ground up: brand system, website, content calendar, email programs, and campaign reporting.
- Manage a team of two across design, content, and campaign execution, setting priorities and reviewing every piece that ships.
- Own the full funnel, from paid and organic acquisition through nurture sequences and account based outreach.

Marketing Specialist, Contract

Aug 2022 – Mar 2023

Madrina Club · Consumer Brand

- Rewrote the SEO strategy and lifted **website traffic 500% in the first month**.
- Overhauled the brand's entire social presence, including channel strategy, creative direction, and posting cadence.

Marketing Specialist & Designer

May 2022 – Sep 2022

TeacherGeek / Doodleface · Rochester, NY

- Ran website SEO and produced social content, UGC campaigns, and infographics across two product brands.
- Handled UI design and product photography in house, from concept through final asset.

Image Correction Technician

Feb 2021 – Apr 2022

EagleView Technologies · Rochester, NY

- Corrected and processed large photo databases in Photoshop, running several projects in parallel against tight delivery windows.

EARLIER EXPERIENCE

Social Media Manager & Content Creator · FC Glass, Rochester NY	Aug 2019 – Jul 2020
Director of Marketing & Art · Hypostatic Studios, Rochester NY	Jun 2017 – Aug 2018
Digital Marketing Intern · Webbege Inc., San Diego CA	May 2016 – Jul 2016
Graphic Designer & Sales Representative · Redtail Telematics, San Diego CA	Jun 2014 – Jun 2016

CAPABILITIES

Demand Generation

Paid media, PPC, SEO, webinars, press and launch campaigns.

Lifecycle & Content

Email programs, nurture sequences, blog and owned media, review and influencer partnerships, product demos.

Sales Alignment

Account based marketing, lead scoring and routing, pipeline reporting, direct outreach with sales.

Brand & Craft

Graphic design, brand systems, print, UI design, product photography, video and social creative.

Strategy & Research

Positioning, market and competitive research, messaging frameworks, go to market planning.

Automation & AI

Marketing automation, workflow design, and applied AI for content production and campaign operations.

TOOLS

Salesforce	HubSpot	Google Analytics	Adobe Photoshop	LinkedIn Campaign Manager
Meta Business Suite				

EDUCATION

Rochester Institute of Technology

Bachelor of Fine Arts, Class of 2020

Minor in Advertising and Public Relations · Rochester, NY

CERTIFICATIONS

LinkedIn Marketing Certification	Aug 2024
Harvard Business School, Marketing Strategy	Apr 2024
Salesforce Administrator	Sep 2023
ValueSelling Associates, Sales Certification	Jul 2023
HubSpot Instagram Marketing	Jul 2020