DREW JONES

Scottsdale, AZ | drew@hngr8.com | 480.800.0448 | drewjones.me | LinkedIn | My Predictive Index

PROFESSIONAL SUMMARY

Strategic digital marketing leader with 20+ years of experience delivering business growth through web, CRM, and campaign transformation. Proven ability to lead cross-functional teams, align marketing with revenue outcomes, and implement scalable digital systems that drive performance. Expertise includes full-funnel strategy, martech integration, demand generation, UX optimization, and high-impact leadership across B2B sectors such as advanced computing, IT services, SaaS, and manufacturing. Trusted advisor to executives and teams in fast-paced, results-driven environments.

EXPERIENCE

Director of Digital Marketing
Benchmark Electronics | Tempe, AZ | Jul 2022 – Present
Lead Benchmark's digital marketing strategy and enterprise-wide transformation efforts focused on unifying CRM, web platforms, and campaign execution. Oversaw the global migration from Zoho to HubSpot CRM, including full Sales Hub deployment, unlocking data-driven decision-making, marketing-sales alignment, and workflow automation. Directed the redesign of Benchmark's global website and vertical-specific microsites to increase engagement and lead conversions. Collaborated with executive leadership and product marketing to build scalable campaign operations, launch SEO-optimized blog programs, and improve social engagement across global platforms. Integrated tools including ZoomInfo, Leadfeeder, Pitchbook, and OneTrust for advanced campaign targeting, GDPR compliance, and CRM enrichment. Spearheaded analytics, dashboarding, and content optimization to elevate marketing's influence on revenue.

Results & Impact:
- Increased marketing-sourced pipeline by 34% year-over-year
- Boosted marketing-attributed revenue by 30% through CRM optimization and campaign enhancements
- Improved MQL-to-SQL rate from 19% to 62% through lead scoring and CRM workflow optimization
- Reduced bounce rate by 18% and increased time-on-page by nearly 5x through redesigned UX
- Delivered 36% lift in landing page conversions and 33% increase in overall form submissions
- Deployed ABM campaigns with vertical-specific journeys and dynamic content, including Medical Devices (11.8% conversion) and Aerospace (9.4%)
- Implemented Sales Hub globally, enabling automated sales sequences and improved attribution
- Integrated ZoomInfo, Leadfeeder, and Pitchbook to power firmographic targeting and prospecting
- Created modular landing and campaign frameworks that doubled output and cut dev costs by 40%

Key Skills: HubSpot architecture, CRM enablement, ABM campaigns, SEO, WordPress + HubSpot CMS, UX optimization, ZoomInfo, Pitchbook, Leadfeeder, Sales Enablement, Cross-functional team leadership

Director of Digital Marketing
Yeager Marketing | Scottsdale, AZ | Oct 2019 – Jul 2022
Led full-stack digital marketing and campaign strategy for Fortune 500 and enterprise clients. Designed and executed scalable demand generation programs, ABM campaigns, CRM automation workflows, and high-performing websites and portals. Directed content strategy, user experience, and digital infrastructure across product launches, field campaigns, executive door openers, and nurture programs. Built and managed cross-functional internal and external teams and served as primary digital lead across client engagements.

Results & Impact:
- Achieved 3.1% average conversion rate lift across campaigns through UX and CRO improvements
- Reached 62% MQL-to-SQL and 44% SQL-to-demo conversion rates by optimizing CRM alignment
- Built a dynamic ABM portal for ServiceNow achieving a 16.85% conversion rate
- Drove 90%+ sales participation and 20%+ revenue growth for Dell enablement campaigns
- Lifted campaign performance 9.15% QoQ for Digitate via testing and optimization
- Supported product launches for VMware, NetApp, Riverbed, and NVIDIA with multi-channel execution

Key Clients: Dell Technologies, VMware, Riverbed, Commvault, Digitate, NetApp, ServiceNow, NVIDIA

Key Skills: ABM, CRM strategy (HubSpot), SaaS GTM, content architecture, campaign ops, executive messaging, martech infrastructure

Director of Marketing
AccountabilIT | Scottsdale, AZ | Dec 2015 – Oct 2019
Led brand development, digital strategy, and campaign execution across Managed IT and Cybersecurity services. Managed CRM platforms (HubSpot + Microsoft Dynamics), marketing automation, and web strategy. Executed full-funnel campaigns, SEO programs, and field marketing initiatives to drive measurable revenue impact and accelerate the sales cycle.

Results & Impact:
- Increased marketing-sourced pipeline by 29.15%
- Improved MQL-to-SQL conversion by 23.8% via CRM automation and sales alignment
- Boosted web traffic by 23.5% through SEO, content marketing, and paid acquisition
- Improved attribution tracking and reporting accuracy by 67.4% across marketing channels
- Shortened sales cycles and improved lead quality through segmentation and automation

Key Skills: Dual CRM platforms, lead scoring, lifecycle automation, field enablement, content marketing, demand gen strategy

Web Development Manager
Universal Technical Institute | Scottsdale, AZ | Feb 2011 – Dec 2015
Directed all web development, CMS migration, and CRM integration projects supporting student recruitment. Led multiple website redesigns and transitions across platforms (DotNetNuke > Sitecore > Sitefinity). Onboarded and configured Marketo CRM for lifecycle marketing, automation, and campaign performance.

Results & Impact:
- Improved lead conversion rate by 24.6% through optimized UX and content structure
- Increased session duration by 31.9% and reduced bounce rate by 22.3%
- Executed three full website redesigns and two CMS transitions with no downtime
- Increased qualified student inquiries by 28.4% through CRO and form optimization
- Improved CRM integration and lead scoring models supporting admissions outreach

Key Skills: Marketo CRM, CMS migration, UX/UI strategy, CRO, form workflows, stakeholder alignment

Digital Marketing Manager
Insight Enterprises Inc. | Tempe, AZ | Jan 2008 – Feb 2011
Led all digital demand generation efforts for Insight's technology solutions. Managed multimillion-dollar budgets, optimized PPC, SEO, and display campaigns, and implemented CRM-aligned lifecycle strategies. Partnered with Sales and Product to deliver co-branded MDF and ABM campaigns.

Results & Impact:
- Increased inbound pipeline contribution by 29%
- Boosted ROAS by 37% via budget reallocation and channel optimization
- Increased landing conversions by 24%, reduced CPL 22%, and grew lead volume 35%
- Drove 26% YoY increase in organic traffic through SEO and technical site optimization
- Supported 16% growth in net-new accounts through targeted ABM and channel partner campaigns

Key Skills: Salesforce, Eloqua, funnel analytics, campaign dashboards, ABM, partner marketing, B2B strategy

Web Developer / Systems Analyst
DXC Technology | Kansas City, MO | Aug 2000 – Jan 2008
Led backend systems development for Department of Defense web-enabled finance systems. Migrated COBOL mainframe to Oracle-based architecture. Developed PL/SQL packages, QA documentation, and performance protocols supporting disbursing operations.

Results & Impact:
- Migrated legacy systems from COBOL to Oracle, reducing errors and processing time
- Authored QA test cases and logic validation processes adopted across projects

- Delivered projects with 95%+ accuracy over four consecutive government review cycles

Key Skills: Oracle PL/SQL, QA documentation, systems architecture, federal compliance, technical leadership

Web Developer / Systems Analyst
United States Marine Corps | Quantico, VA | Aug 1996 – Aug 2000
Developed and maintained administrative and operational systems using COBOL. Transitioned systems to Oracle databases and introduced early database-driven logic. Took on leadership duties mentoring junior devs and managing deliverables under mission-critical conditions.

Results & Impact:
- Led mainframe-to-database migration, laying groundwork for future DoD modernization
- Authored QA, deployment documentation, and implementation protocols
- Achieved 95%+ accuracy across all deployments and testing cycles

Key Skills: COBOL, Oracle DB, QA documentation, structured deployment, military operations, early leadership

SKILLS
Marketing & Strategy: Full-funnel digital strategy, ABM, GTM planning, content strategy, SEO/SEM, campaign development, brand messaging

CRM & Martech: HubSpot (CRM, CMS, Sales Hub), Marketo, Salesforce, Microsoft Dynamics, Eloqua, ZoomInfo, Leadfeeder, OneTrust, AccessiBe, Pitchbook

Web & UX: WordPress, HubSpot CMS, Sitecore, Sitefinity, usability testing, UX/UI design, CRO, A/B testing, responsive design

Analytics & Optimization: GA4, ROI modeling, lifecycle analysis, funnel performance, dashboard development, multivariate testing, campaign reporting

Leadership & Collaboration: Cross-functional team leadership, agency/vendor management, executive stakeholder alignment, project management, global sales enablement

EDUCATION & CERTIFICATIONS
B.S. in Business (with a Marketing Certificate), University of Phoenix
Certifications: HubSpot (15), PMP, Six Sigma Black Belt, AI for Marketing, Prompt Engineering, GA4 Certification, Growth Marketing Minidegree, Conversion Optimization Minidegree, ABM Certification