

KIMBERLY ROBBINS

B2B Marketing | Demand Generation & GTM Leadership | Pipeline & Customer Growth

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SUMMARY

B2B marketing leader with 20+ years building demand generation, go-to-market strategy, and revenue-aligned marketing across technology, SaaS, staffing, and complex B2B environments. Influenced \$50M+ in pipeline for a \$500M business while managing \$1M in annual spend and cutting media spend by 80%. Helps companies define what to sell, how to position and package it, and where to invest for growth.

EXPERIENCE

Independent Marketing Consultant

B2B Technology and Professional Services | Nov 2025 - Present

- Lead digital marketing strategy for a technology services company, doubling audience reach in six months while repositioning and productizing nearshoring, AI transformation, DevOps, and product development services.
- Advise nonprofit, small business, and creative clients on audience growth, positioning, digital presence, content, and community engagement.

Marketing Business Partner (Director-Level)

Impellam Group | August 2021 - November 2025

Director-level marketing partner for a \$500M STEM staffing business, responsible for approximately \$1M in annual spend.

- Redesigned programmatic recruitment advertising around job margin, demand, and fillability, cutting spend from nearly \$2M to \$400K while improving fill rates and recruiter productivity.
- Influenced \$50M+ in annual pipeline through segmentation, account-based programs, and demand generation across digital, social, and outbound channels.
- Grew customer acquisition 25% while reducing CAC 18% through HubSpot AI lead scoring, predictive audience segmentation, and Marketo automation.
- Built sales enablement and competitive positioning used in multi-million-dollar contract negotiations with senior sales and regional leadership.

Director of Marketing, Americas

Leistritz Advanced Technology Services | Jan 2020 - Aug 2021

First dedicated marketing hire for the Americas division of a global precision manufacturing company.

- Repositioned the business during the oil and gas downturn around optimization and lifecycle extension, keeping the company relevant as demand for new equipment fell.
- Launched an SEO-focused website in 90 days, increasing qualified organic traffic 40% and shortening the average sales cycle by 15%.
- Doubled digital reach through Google Ads and LinkedIn, increased brand awareness 35%, and grew repeat business 28% through CRM automation and personalized nurture programs.

KEY ACHIEVEMENTS

\$50M+ Annual Pipeline

Influenced pipeline equal to approximately 10% of a \$500M business through segmentation and multi-channel demand generation.

80% Media Spend Reduction

Cut programmatic media investment from nearly \$2M to \$400K while candidate attraction and fill performance improved.

25% Acquisition Growth

Increased customer acquisition while reducing customer acquisition cost 18% through better scoring, segmentation, and automation.

40% Organic Traffic Growth

Built and launched a new website in 90 days, improved qualified traffic, and shortened the sales cycle 15%.

Startup to Successful Exit

Helped grow DVTEL past \$30M in revenue, established the company as the leading U.S. video management systems provider, and supported its eventual acquisition.

CORE CAPABILITIES

GTM Positioning, productization, product launches, market entry, pricing

DEMAND Pipeline development, account-based marketing, paid media, SEO, nurture

OPERATIONS Budget ownership, attribution, dashboards, marketing technology, P&L

LEADERSHIP Sales alignment, team building, M&A integration, executive communications

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EXPERIENCE CONTINUED

Director of Global Marketing

Seldat Technology Services | December 2017 - December 2019

Founding marketing leader for a new logistics technology division serving the United States, Latin America, and Asia.

- Built the demand generation operation from the ground up, producing 50+ qualified leads monthly with a 35% conversion rate to sales-ready pipeline within 18 months.
- Established the brand in 12 new markets through email, video, webinars, and customer testimonial programs.
- Held full P&L accountability for marketing across three regions, including budget ownership, performance reporting, and organizational design.

Senior Marketing Director

BTX Technologies | November 2011 - December 2017 | AV/IT Integration Solutions

- Used marketing and sales data to redirect investment from commoditized cable assemblies to higher-margin fiber and specialty offerings, improving margins 3% and generating 25% business growth.
- Launched 15+ product lines through positioning, pricing, channel marketing, and sales enablement, delivering campaigns 10% under budget while meeting or exceeding lead targets.
- Received the 2013 Impact Award, the company's Employee of the Year recognition, for revenue growth, market expansion, and cross-functional leadership.

Marketing Director

DVTEL | October 2000 - November 2011 | Video Surveillance Technology

Senior marketing leader through the company's progression from reseller to proprietary software platform and successful acquisition.

- Led brand consolidation, product positioning, and go-to-market alignment through three acquisitions completed by DVTEL, maintaining momentum through each integration.
- Helped reposition the company from reseller to proprietary platform provider, contributing to growth beyond \$30M in revenue and the leading U.S. position in video management systems.
- Used A/B testing to show that a camera product line lacked market acceptance, persuaded leadership to cancel the next version, and redirected positioning toward a stronger solution.
- Maintained customer trust during the 2008 downturn through budget restructuring and direct, forward-looking content about the industry's technology direction.
- Led global press and analyst relations, generating 100+ media placements, dozens of awards, and 15 to 20 annual editor meetings and speaking engagements.

MARKETING TECHNOLOGY

AUTOMATION

HubSpot, Marketo, Salesforce, Bullhorn, predictive scoring

PAID MEDIA

Google Ads, LinkedIn Campaign Manager, Meta Ads, programmatic media

ANALYTICS

GA4, attribution modeling, A/B testing, campaign ROI, dashboards

AI AND ABM

ChatGPT, Claude, Lovable, Manus, Demandbase, 6sense, HubSpot ABM

WEB AND CONTENT

WordPress, SEMrush, technical SEO, CRO, AEO, Adobe Creative Suite, Canva

AWARDS

Virtuosity Award

Excellence in Innovation and Performance, Impellam Group

Performance Summit

Selected among the top 10% of company performers

Impact Award

Employee of the Year, BTX Technologies, 2013

COMMUNITY LEADERSHIP

Loaves & Fishes Community Food Pantry

Board of Directors, 2019 - Present. Strategic governance for a Morris County nonprofit serving 500+ families monthly.

First Presbyterian Church of Boonton

Member of Session, 2015 - Present. Leadership supporting church operations, outreach, and planning.

Boonton Elks Lodge

Current officer supporting veterans, youth programs, and community service.