

KIMBERLY ROBBINS

Boonton, NJ | (973) 908-1433 | kim@marketingapparently.com | MarketingApparently.com | linkedin.com/in/kimberrobbins

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

PROFESSIONAL SUMMARY

B2B Marketing leader with 20+ years building demand generation, GTM 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 waste by 80%. Brings a broader business transformation lens to marketing, helping companies define what to sell, how to position and package it, and where to invest for growth. Experienced in productization, M&A integration, and using data to challenge assumptions and redirect strategy when the market demands it.

CORE COMPETENCIES

B2B Go-to-Market Strategy | Demand Generation & Pipeline Development | Account-Based Marketing (ABM) | Revenue Marketing & Sales Alignment | Martech Strategy & Optimization | HubSpot | Marketo | Salesforce | Budget Optimization & P&L Ownership | M&A Brand Integration | Performance Media | Data Analytics & Attribution | Product Launch & Positioning | Team Building & Leadership

PROFESSIONAL EXPERIENCE

Independent Marketing Consultant

November 2025 – Present

Providing fractional marketing strategy and execution for B2B technology and professional services organizations, with a focus on digital growth, positioning, productization, and go-to-market strategy. Additional consulting includes nonprofit organizations, local businesses, and emerging creative talent.

- Leading digital marketing strategy and execution for a technology services company, doubling audience reach in six months while helping reposition and productize a portfolio spanning nearshoring, AI transformation, DevOps, and product development.
- Advise nonprofit, small business, and creative clients on audience growth, brand positioning, digital presence, content, and community engagement.

Impellam Group | Marketing Business Partner (Director-Level)

August 2021 – November 2025 | Remote

Director-level marketing partner for a \$500M STEM staffing business, managing approximately \$1M in annual spend across programmatic media, martech, events, and contractors.

- Redesigned programmatic recruitment advertising around job margin, demand, and fillability, cutting spend from nearly \$2M to \$400K while improving fill rates, recruiter productivity, and overall cost efficiency.
- Influenced \$50M+ in annual pipeline through data-driven segmentation, ABM-aligned programs, and multi-channel demand generation across digital, social, and outbound channels.
- Grew customer acquisition 25% while reducing CAC by 18% using HubSpot AI lead scoring, predictive audience segmentation, and Marketo automation to improve both volume and conversion quality.
- Built sales enablement materials and competitive positioning used in multi-million-dollar contract negotiations alongside senior sales and regional leadership.

Leistritz Advanced Technology Services | Director of Marketing, Americas

January 2020 – August 2021 | Allendale, NJ

First dedicated marketing hire for the Americas division of a global precision manufacturing company serving oil & gas and industrial markets. Built the demand generation function and martech stack from the ground up.

- Repositioned marketing during the COVID-driven oil and gas downturn, shifting messaging from new equipment sales to optimization and lifecycle extension to keep the brand relevant during severe market disruption.
- Launched an SEO-optimized website in 90 days, increasing qualified organic traffic 40% and shortening the average sales cycle 15% through stronger lead quality and buyer education.

- Doubled digital reach through Google Ads and LinkedIn campaigns, increasing brand awareness 35% in the first year.
- Grew repeat business 28% through CRM automation and personalized Marketo nurture campaigns.

Seldat Technology Services | Director of Global Marketing

December 2017 – December 2019

Founding marketing leader for a new logistics technology division. Built GTM infrastructure, brand presence, and pipeline engine across US, LATAM, and Asia from zero. Served on executive management team with full P&L accountability, reporting to C-suite.

- Built a demand generation engine from scratch, producing 50+ qualified leads monthly with a 35% conversion rate to sales-ready pipeline within 18 months of the division launching.
- Established brand presence in 12 new markets across three regions through targeted GTM campaigns spanning email, video, webinars, and customer testimonial programs.
- Held full P&L accountability for marketing across US, LATAM, and Asia operations, including budget ownership, KPI governance, and organizational structure.

BTX Technologies | Senior Marketing Director

November 2011 – December 2017 | AV/IT Integration Solutions

Owned full GTM function for a B2B AV/IT integration products company, including product launches, demand generation, channel marketing, vendor partnerships, and sales enablement.

- Used marketing and sales data to make the case to leadership to exit a commoditized cable assembly product line and redirect investment toward higher-margin, skills-intensive fiber and specialty assembly offerings. The shift improved margins 3% and generated 25% business growth by concentrating resources where the company had genuine differentiation.
- Launched 15+ product lines to market through strategic GTM planning, competitive positioning, and pricing strategy, consistently delivering campaigns 10% under budget while meeting or exceeding lead generation targets.
- Received the 2013 Impact Award (Employee of the Year) for measurable contributions to revenue growth, market expansion, and cross-functional leadership.

DVTEL | Marketing Director

October 2000 – November 2011 | Video Surveillance Technology

Senior marketing leader through the full lifecycle of a physical security technology startup, from early-stage reseller to proprietary SaaS platform to successful acquisition. Reported directly to CEO/Founder. Built and led a team of 3. Owned approximately \$300K marketing budget. Led marketing through three acquisitions as the acquiring company before the business was sold.

- **Led marketing through three M&A integrations as the acquiring company**, managing brand consolidation, product positioning, and GTM alignment across each transaction. Built a stronger brand with each acquisition and maintained market momentum through complex organizational change.
- **Drove the company from reseller to proprietary SaaS platform**, playing a central role in the strategic repositioning that led to a successful exit.
- **Used A/B testing to identify that a camera product line was failing to gain market acceptance**, made the case to kill the next product version, and redirected positioning toward a more competitive solution, influencing product strategy with marketing data at the executive level.
- **Navigated the 2008 downturn** by restructuring the marketing budget and producing honest, forward-looking content about technology direction, maintaining customer trust and brand credibility through the industry's most uncertain period.
- **Grew the business to \$30M+ in revenue** and secured the #1 US market position for video management systems. Led global expansion including the opening of offices in the UK and India.
- **Served as the company's primary interface with press and industry analysts**, winning dozens of industry awards, driving 100+ media placements, and running 15-20 annual editor meetings and speaking engagements that established DVTEL as the category voice.

MARKETING TECHNOLOGY & TOOLS

Demand Gen & Automation: HubSpot (AI, scoring, workflows) | Marketo | Salesforce | Bullhorn | Predictive Segmentation

Paid Media & Performance: Google Ads | LinkedIn Campaign Manager | Meta Ads | Display & Retargeting | Programmatic Media

Analytics & Attribution: Google Analytics 4 | Attribution Modeling | A/B Testing | Campaign ROI | Marketing Dashboards

AI Tooling & ABM: Claude | ChatGPT | Lovable | Manus | AI-Assisted Content & Research | HubSpot ABM | Demandbase | 6sense | Predictive Lead Scoring | Audience Segmentation

SEO & Web: WordPress | Technical SEO | SEMrush | CRO | AEO

Content & Creative: Adobe Creative Suite | Canva | Video Production | Executive Copywriting

AWARDS & RECOGNITION

- Virtuosity Award, Excellence in Innovation and Performance, Impellam Group
- Performance Summit, Selected as Top 10% of Company Performers
- 2013 Impact Award, Employee of the Year, BTX Technologies

COMMUNITY LEADERSHIP

- **Loaves & Fishes Community Food Pantry, Board of Directors (2019–Present):** Strategic governance and oversight for a Morris County nonprofit serving 500+ families monthly.
- **First Presbyterian Church of Boonton, Member of Session (2015–Present):** Elected leadership overseeing church operations, community outreach, and strategic planning.
- **Boonton Elks Lodge, Officer (Current):** Elected officer supporting veterans, youth programs, and community service.