

Kendra Lewellyn

Digital Marketer

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SUMMARY

Strategic marketing leader with 14+ years in B2B/B2C multi-channel marketing, driving growth in SaaS, tech, and retail through full-funnel, integrated tactics and GTM planning, performance marketing, and martech operations. Skilled at building scalable systems, driving results with sharp positioning, and aligning marketing to sales impact.

SKILLS

Digital Strategy · Product Marketing · Lead Generation · Lifecycle Campaigns · CRM & Automation (*HubSpot, Salesforce, Pardot*) · Branding & Creative Direction · Marketing Operations · Web (*WordPress, Webflow, HTML, CSS, Javascript, PHP*) · Content · Events · Advanced Analytics · Leadership · Cross-Functional Collaboration

EXPERIENCE

Digital Marketing Manager

PRophet (Stagwell, Inc.) | NEW YORK, NY | JUL 2022 - FEB 2025

AI-powered platform designed to enhance public relations, comms, and influencer marketing

Conducted digital transformation and integration of advanced analytics, partnering with global teams to execute inbound/outbound marketing and sales enablement.

- Scaled and led full martech stack, overseeing procurement and implementation of CRM, sales enrichment, AI automation, advanced analytics, email monitoring, and call tracking systems.
- Negotiated six-figure, multi-year vendor contract that reduced costs by 15%; served as CRM architect, admin, and operations lead for a 5 business unit HubSpot rollout across Stagwell Marketing Cloud, and managed data migration, reporting, and onboarding.
- Directed event marketing for Cannes Lions, VidCon, PRSA ICON, NY Tech Week, and more — leading strategy, logistics, creative, and budget for 12+ events in 2024, netting 1,200+ new leads in 3 months.
- Collaborated with executive, product, and sales to shape pricing and go-to-market strategy for B2B AI SaaS product; optimized revenue, retention, and CX across enterprise and self-serve channels, gaining 1,000+ free trial signups and \$25K+ in starter-tier revenue.
- Implemented performance tracking and sales enablement for inbound/outbound marketing — delivering a 193% lift in weekly MQLs/SQLs with 15% MQL-to-demo, and 33% demo-to-deal from paid search. The overhauled paid strategy cut LinkedIn CPL by 53%, boosted social paid lead volume by 3,155% in 6 months, drove a 400% lift in new users from paid ad traffic, and 165% growth in site visits.
- Developed brand identity, thought leadership, nurture emails, and media/event partnerships; co-launched Creator Spotlight, a 6-episode video series with Shira Lazar and What's Trending (100K+ views). Organic and paid social campaigns for this drove a 1500% YouTube subscriber surge, and 150% LinkedIn and 100% X/Twitter follower growth. Email performance optimized through cadence, deliverability practices, and promoting relevant, timely, and event-based content.
- Owned WordPress/Webflow presence, SEO, TOFU content strategy, and comms tech stack. Improved newsletter yielded over 8,000 LinkedIn newsletter views in a year, and 21% of leads via organic search.

Digital Marketing Manager

Pedigree Technologies | FARGO, ND | JUL 2017 - JUL 2022

Fleet management software and equipment tracking for professionals in trucking

- Created digital marketing strategy across SEO/SEM, Google Ads (PPC), lead generation, and competitor research to grow qualified lead pipeline for a multi-million dollar company.
- Led and optimized WordPress website to improve UX, SEO rankings, and conversion performance, as well as managing social media brand presence.
- Supervised and mentored marketing interns; directed digital marketing operations, advertising, and content development, in addition to designing and editing print collateral such as technical guides, whitepapers, trade show materials, and RFP responses.

Web Designer & Social Marketing / Commerce Lead

Vanity | FARGO, ND | JUL 2013 - MAR 2017

National mall-based clothing retail chain specializing in apparel & accessories for women

- Designed visual execution for product launches and featured product showcases, and led the creation of daily campaign emails, promotional and seasonal digital assets for e-commerce, and A/B testing.
- Authored company-wide social media policy, and refined brand voice and presence across socials, including managing and coordinating blog content, overseeing small team of in-house fashion writers.

Manager of Creative Design

Hard Charge | FARGO, ND | NOV 2012 - JUL 2013

Televised extreme obstacle course with sponsored events across the U.S.

- Established brand and event collateral that included sponsorship and media kits, on-course signage, merchandise, digital and print designs, promotional videos, and voice-overs.
- Supported social media presence and customer email newsletter.

Web Video Producer/Graphic Designer

Forum Communications Company | FARGO, ND | JAN 2012 - NOV 2012

Online recruitment & digital advertising company providing customizable marketing solutions

- Produced and edited web videos, performed voice-overs, and designed print ads.
- Maintained accuracy in daily operations through copy editing, data entry, and handling funds, ensuring compliance and data integrity.

EDUCATION

Minnesota State University Moorhead | MOORHEAD, MN | AUG 2007 - DEC 2011

Bachelor of Science: Graphic Communications, *Digital Design & 3D Graphics*

CERTIFICATIONS

Digital Marketing Certificate | HubSpot

Google Ads Search Certification | Google

Inbound Certificate | HubSpot

Advertising Certified Professional | Microsoft