Kevin D. Carr

Digital Marketing + Demand Gen Portfolio

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Overview

I consider myself lucky to be a digital marketing leader. What other career allows one to be both creative and strategic, ambitious and analytical, influential and impactful? I am a fierce advocate for this industry and enjoy leading and mentoring others to succeed within it.

Kevin's Career at a Glance

- 7+ Years of High-Level Marketing, Communications and Brand Development
- 4+ Years of B2B Marketing: Demand Generation, ABM, Digital Strategy, Project Leadership
- 3+ Years of B2C Marketing: Organic Growth, Paid Social Strategy, PR Playbooks, Team Leadership
- 2+ Years of Freelance Writing: Specialized Journalism, Corporate Content, Website Strategy

IGNITIUM™

- B2B: ABM Leader

GONZAGA UNIVERSITY SCHOOL OF LAW

- B2C: MarCom Management

structured
bridging people, business & technology™

- B2B: Digital Strategist

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MarTech, Ad Platforms + Tactics

MarTech

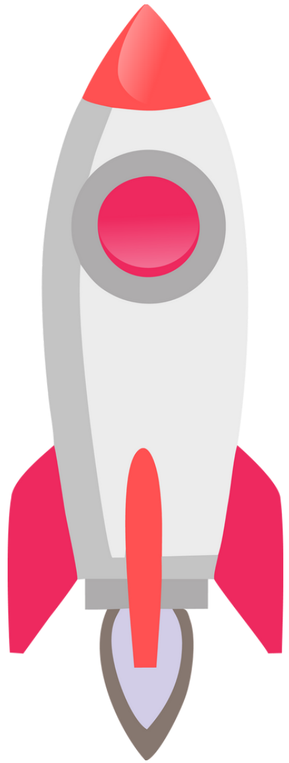
- Demandbase
- Terminus
- 6Sense
- Drift
- Hubspot
- Salesforce
- Salesloft
- Outreach.io
- Bombora
- Sendoso
- Clearbit
- Madison Logic
- Zoominfo
- Folloze
- Zopto
- Google Analytics
- Hotjar
- Supermetrics
- MailChimp
- Constant Contact
- Wordpress
- SiteCore
- Hootsuite
- Buffer
- Phantombuster
- & More!

Ad Platforms

- Google Ads
- Facebook Ads
- Linkedin Ads
- Demandbase
- 6Sense
- Terminus

Tactics

- B2B + B2C Demand Generation
- ABM 1:1, 1:Few, 1:Many
- Omni-Channel Personalization
- Email Nurture
- Direct Mail
- Social Media (Organic + Paid)
- SEO (Audits, Monitoring + Execution)



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B2B Success

Success in B2B marketing requires confidence with persona and funnel-centric strategies, a transparent alignment with sales teams, and clear KPIs, including an ambition to grow and influence pipeline.

Samples of Success

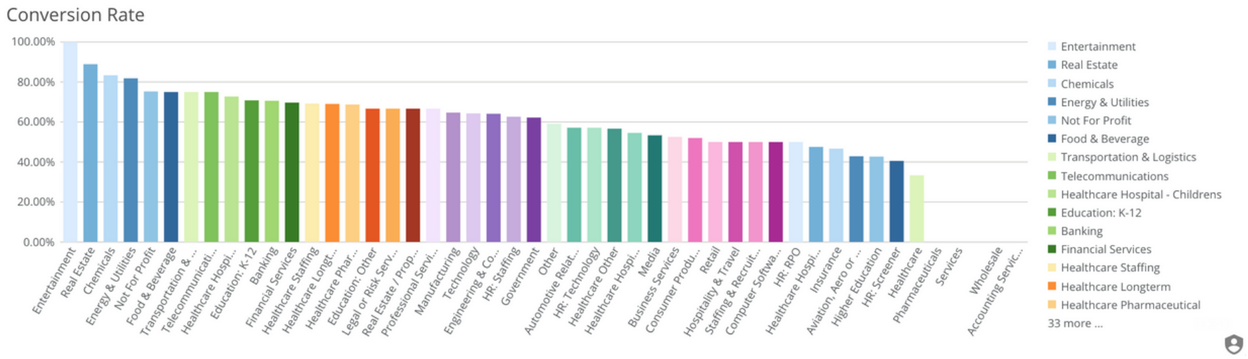
- SaaS (Start-up) in Compliance Industry:
  - Request: Accelerate demand generation efforts
  - Success: 10x growth via Linkedin Lead Gen Forms using hyper-targeted audiences
- SaaS (Mid-market) in HR Industry:
  - Request: Launch ABM program, influence pipeline, and boost closed/won within 6 months
  - Success: Built target account list based on ICP and closed-won history analysis, developed demand generation strategy on Linkedin, Demandbase, and Outreach.io, and created $1mil in pipeline, closing 6-figures in 2nd quarter.
- SaaS (Enterprise) in Healthcare Industry:
  - Request: Prove ABM pilot and scale
  - Success: Launched an ABM program with a target account list and compared results with a control group. All KPIs associated with the ABM group outperformed the control group, and we successfully scaled ABM to the rest of the organization — since having helped close 7-figure deals.

B2B Sample: ABM Target List Creation

ABM programs can be designed for simplicity (small teams, low ad budgets, simple tech stacks) or designed for complexity (large sales teams and marketing departments, advanced sales playbooks, complex tech stacks, enterprise media budgets, data hygiene policies, etc.). Regardless, a successful ABM program must start with a clear target account list (TAL), informed by data and approved by sales leaders.

- Request: Build a TAL from scratch using ICP, industry trends, and sales data.
- Results: 1000 accounts selected for ABM pilot program based on closed-won history, sales opp conversion rates, and ICP.

Closed Won History by Industry



Sales Opp Conversion Rate by Industry

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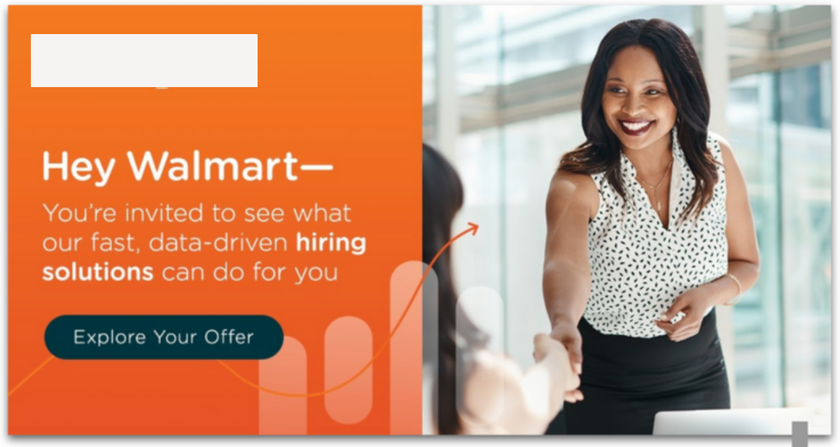
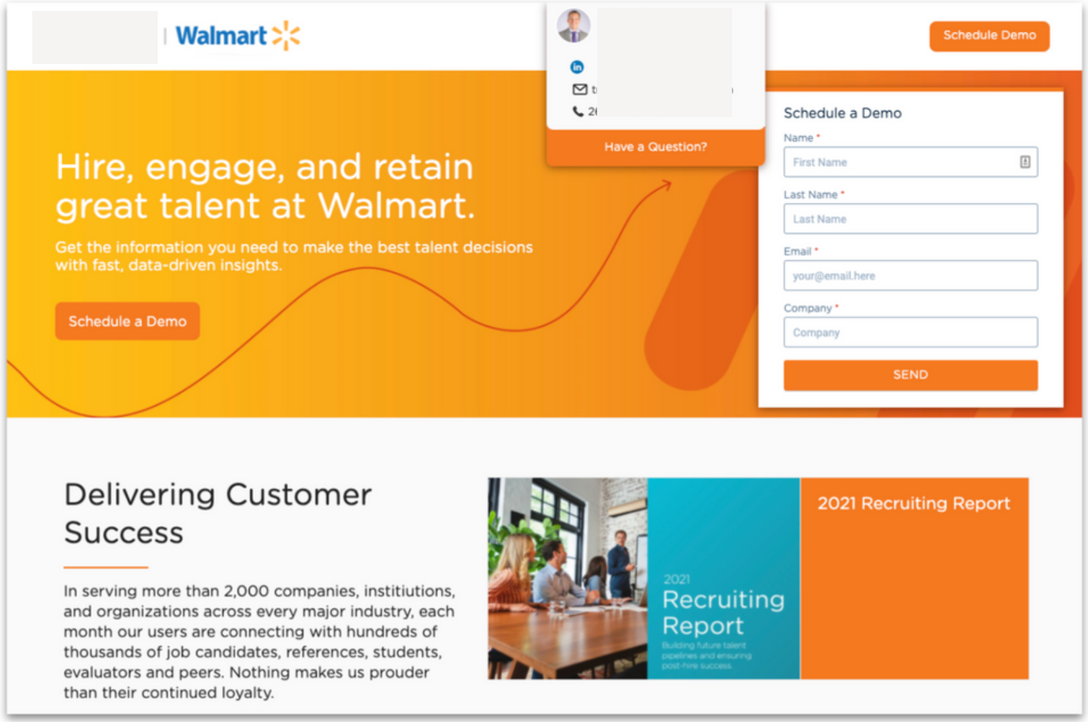
B2B Sample: 1:1 Personalization

For this client in the HR SaaS space, I created 1:1 ABM campaigns for their highest priority accounts. We warmed up these strategic accounts for an entire quarter before attempting 1:1 ads. As of this writing, the client (whose logos are covered to protect privacy) have had a meeting with Walmart and have opened an opportunity.



Linkedin ad leads persona-built audience members to a personalized Folloze content hub.



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B2C Success

Success in B2C marketing requires a deep understanding of the brand, a grasp of the audience (who they are, where and how they spend their time), and the ability to build a strategy for both organic and paid traffic.

At Gonzaga University, I managed all aspects of the law school's marketing and communications initiatives. Here are some of the areas I excelled in during my time as the MarCom Manager.

- Demand Generation: Recruiting prospective students, promoting GU lifestyle to current students, increasing donations from alumni, and influencing voters for school rankings
- Content Direction & Production: Managing long-term and short-term content projects, such as brochures, alumni magazines, and department collateral
- Social Media Strategy: Establishing a full plan for organic social media efforts, including channel selection, posting frequency, brand voice, measurement, and team training/leadership.
- Website Management, Development and SEO: Migrating from an outdated, glitchy Wordpress website to a modern, GU-approved Sitecore website, including refreshing content, photography, and SEO

B2C Sample: Audience Research

After auditing Gonzaga Law's previous year's digital campaigns, I recognized a lack of confidence in its audiences. I decided to first spend time figuring out who we were *really* trying to reach — and who we *weren't* trying to reach. I surveyed incoming students, led a marketing retreat with Admissions and senior leadership, built personas, and sourced student opt-in lists from recent LSAT tests.

- Audience Surveys
- Designed Personas
- Sourced LSAT Lists

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B2C Sample: Campaign Theme

During our research period, we discovered that prospective law students didn't think or look like *current* law students. They were not as interested in classrooms or courtrooms as much as they were interested in school culture, student opportunities, and geographic offerings. We ditched the predictable "law student look" and met our prospective students where they were: curious and looking into the future.

Ignite: CTR

Display engagement tripled compared to the previous year.

Landing Page

"Ignite" Ad Set

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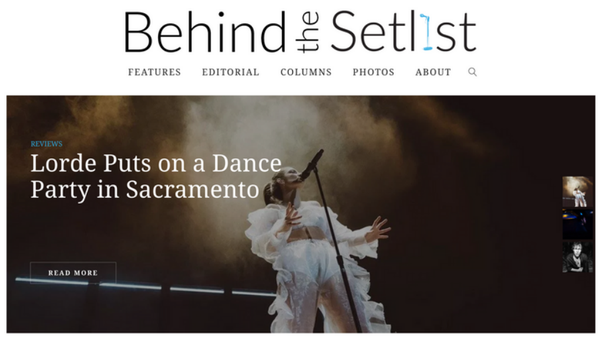
Journalism + Creative Writing Success



BehindTheSetlist.com

- Music journalism platform: 2017 - 2020
- Over 200 articles published featuring writers from all across the USA

Published Works

- Creative nonfiction published in the 2019 Gonzaga Reflections Journal
- Journalism and freelance work previously published in the New York Post, 585 Magazine, CITY Newspaper, NEXUS NY Magazine, The Inlander, Spokane Coeur d' Alene Living Magazine, and various blogs

Playwriting

- *We Wrote One-Acts About the Internet* performed at the Rochester Fringe Festival (2018)
- *Famous Writers in Hell* performed at the Rochester One-Act Festival; Award Winner: Best Writing (2015)

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Thank you!

Further reading @ kvncrr.com

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