

Christian J. Spoerl

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CAREER SUMMARY

- Entrepreneurial, “hands-on” marketing leader with a proven track record of revenue growth for B2B SaaS and Fintech companies
- Developed go-to-market strategies that produced a \$20 Million pipeline of opportunities in a highly competitive environment
- Transformed brand messaging, creative and marketing operations to achieve strategic growth objectives
- Contributed to 41% sales growth and \$5 Million net new ARR
- Recruited, mentored, and led high-performing teams

CORE COMPETENCIES

- Servant Leadership
- Marketing Strategy
- Communication
- Collaboration
- Analytical
- Product Marketing
- Campaign Planning
- Demand Generation
- Vendor Management
- Project Management

PROFESSIONAL WORK EXPERIENCE

FIRST 2 MIND TECHNOLOGIES – ST. PETERSBURG, FL **Executive Advisor**

2022 – Present

- Advisory role providing GTM and positioning strategies for revbunny, an early-stage SaaS startup

TOPS SOFTWARE – CLEARWATER, FL **Director of Marketing and Sales Development**

2019 – 2022

- Reported to the Chief Executive Officer, and facilitated the company’s transition from a Windows-based software to a cloud-based, SaaS platform by establishing and executing a new value proposition and marketing plan
- Built Marketing and Sales Development from the ground up, growing the team from 2 to 12 direct reports to accelerate pipeline growth, including devising comp plans, creating a training curriculum with weekly coaching
- Led brand, solution, and product messaging/positioning for complete rebrand and development of core marketing assets, including thought leadership and content strategy
- Increased top-of-funnel leads through effective demand generation; reviewed analytics, created industry-specific advertising, and developed lead nurturing programs to manage the end-to-end process
- Amplified demand generation by launching a thought leadership program that included blogs, white papers, webinars, and live events for market-wide audiences
- Shortened the sales cycle, improved conversion rates, and generated \$1.8M in new revenue by integrating Drift and Outreach into the tech stack
- Developed targeted digital marketing campaigns that reached and resonated with Ideal Customer Profiles (ICPs), producing a pipeline with a value of more than \$20M, resulting in \$5M net new ARR
- Contributed to 41% sales growth via targeted marketing programs

EXPERIAN - CLEARWATER, FL

Marketing Manager

2016 – 2018

- Recruited by Clarity Services, the largest alternative credit bureau in the US, to rebrand their product offerings to attract a strategic investor, leading to the acquisition by Experian in May 2018
- Managed a team of 15 direct reports, and oversaw all creative efforts, including digital marketing, product marketing, partner channel marketing, and account-based marketing
- Delivered a comprehensive go-to-market strategy for penetrating specific verticals including Fintech, Banking, Auto Financing, and Small-Dollar Loans, reducing cost per acquisition by 28%
- Expanded awareness of Clarity's solutions, driving thought leadership in major media outlets and financial publications including American Banker
- Drove corporate strategy for events by developing messaging, brand presence, keynote presentations, booth design, and lead management
- Led the successful product launch of Clear Fraud™, a fraud detection solution, including sales enablement and demand generation campaigns
- Spearheaded marketing campaigns for the 2017 Subprime Lending Trends Report, resulting in \$1M in ARR
- Outperformed marketing contribution to revenue pipeline goal by 10%

S3 MEDIA – TAMPA, FL

Director of Marketing

2013 – 2016

- Led digital strategy at S3 Media, a full-service advertising agency, helping brands drive, engage, and convert more customers
- Directed a team of developers, designers, and copywriters to build websites, create content, design graphics, produce videos, craft email campaigns, and other creative services for agency clients
- Managed PPC campaigns exceeding \$500k per month, optimizing landing pages, squeeze pages, and event pages to improve conversions and reduce CPC costs
- Developed and executed SEO strategies for Sims Crane, South Tampa YMCA, Smiles Included, Brandon Electric, and Dr. Urshan Weight Loss Center, increasing first page keyword rankings and organic traffic as a result
- Oversaw the creative direction and launch of a new startup founded by veterans, Stay in Step Brain and Spinal Cord Injury Recovery Center

COMMUNITY LEADERSHIP

University of South Florida

Advisory Board Member

2017 – 2022

- Offered expertise to faculty and students through classroom visits, forums, conferences, the creation of internship opportunities, and input on digital marketing programs

DIGITAL MARKETING TOOLS

Proficient in WordPress, Joomla, Wix, Google Analytics, Unbounce, HotJar, Facebook Ads, LinkedIn Ads, Google Ads, HubSpot, HubSpot CRM, Salesforce, Pardot, Drift, Outreach, Zendesk, Zoho, TweetDeck, Hootsuite, Buffer, Screaming Frog