

Angie Lynch

407-319-3766 | angielynch@gmail.com | linkedin.com/in/angielynch | angielynch.me

MARKETING MANAGER | DEMAND GENERATION & GROWTH MARKETING

PROFESSIONAL SUMMARY

Marketing manager with extensive experience building and scaling multi-channel programs, from pre-launch go-to-market through demand generation, content, email, and SEO/AEO strategy. Owns the full function as the sole marketer behind a B2B SaaS brand, and grew that brand's LinkedIn presence roughly 310% with zero paid spend, after lifting email click-through 116% in a prior customer marketing role.

CORE COMPETENCIES

Demand Generation | Growth Marketing | Content Marketing | Email Marketing & Automation | Lifecycle & Nurture Marketing | Audience Segmentation | Account-Based Marketing (ABM) | SEO & AEO / Organic Growth | Marketing Analytics & Reporting | Channel Attribution & Conversion Tracking | Conversion Rate Optimization | CRM & Marketing Operations | Competitive & Market Research | Sales Enablement | AI-Powered Marketing Workflows | Email Compliance (CAN-SPAM/GDPR) | Full-Stack & Pre-Launch Leadership

PROFESSIONAL EXPERIENCE

Marketing Manager | Loop ERP | Remote

2025 – Present

- Accomplished full ownership of the marketing function from pre-launch through go-to-market, as measured by a complete brand, content, and campaign infrastructure built from zero, by developing brand messaging, website copy, sales enablement materials, and campaign creative as the sole marketer reporting directly to the CEO.
- Grew LinkedIn presence by roughly 310% in monthly impressions, as measured by a 4.1% organic engagement rate with zero paid spend, by publishing consistent thought-leadership and product content (top post: 21%+ engagement).
- Strengthened discoverability in search and AI answer engines, as measured by improved AI citation eligibility and organic visibility, by auditing the company website and building a schema-marked SEO/AEO content strategy across comparison and FAQ-formatted pages.
- Sized AI assistant referral traffic before any formal AEO program was in place, as measured by a repeat-visit rate 21% higher than paid search and ahead of direct and email, by isolating LLM referral sources in GA4 and benchmarking their return behavior against every other channel.
- Diagnosed and prioritized the marketing site's performance and data-integrity problems, as measured by a remediation roadmap covering roughly 26% of users traced to data-center traffic inflating every reported engagement average, paid landing pages absorbing 54.3% of site views at a 74.2% bounce rate against 41.9% across the rest of the site, missing conversion tracking, and duplicate content splitting competing URLs, by running a full-year GA4 analysis across the site's entire page inventory and auditing canonicalization, title tags, and event configuration.
- Built the case for shifting spend from paid landing pages toward owned content, as measured by organic search returning 30% more repeat sessions per acquired user than paid search while carrying 10.8% of session volume against paid's 44.2%, alongside 73.4% blog engagement against 22.8% on paid industry landing pages, by segmenting a full year of traffic by channel, content type, and geography.
- Built out demand generation infrastructure to support pipeline growth, as measured by a full library of lead-generation assets spanning landing pages, nurture campaigns, and conversion paths, by designing and optimizing funnels across content, email, webinars, LinkedIn, paid media, and ABM programs.
- Delivered competitive intelligence that shaped go-to-market positioning, as measured by comparison and FAQ content translating complex product distinctions into discoverable assets, by leading ongoing sub-vertical market research.
- Aligned marketing with revenue goals, as measured by improved lead management and campaign attribution, by managing performance reporting through HubSpot, GA4, Microsoft Clarity, and Smartlead in direct collaboration with sales and operations.

Customer Marketing Manager | Endeavor Business Media | Remote

2023 – 2024

- Improved customer engagement and retention, as measured by a 116% increase in email click-through rates, by segmenting audiences and optimizing content and campaign testing.
- Increased gated content performance, as measured by a 47% increase in asset downloads, by improving offer positioning and campaign design.
- Supported pipeline and retention goals across the funnel, as measured by improved customer marketing outcomes, by developing collateral, email campaigns, landing pages, and customer communications.

Event Director | Shameless Book Con | Orlando, FL

2016 – 2023

- Directed marketing and audience development for an annual author conference of 1,000+ attendees, as measured by growing social audiences past 100,000 followers, by running content, email, and partnership campaigns.
- Managed event operations at scale, as measured by budgets exceeding \$250,000 with more than \$18,000 in annual savings, by overseeing vendor management, sponsorship fulfillment, and event logistics.
- Strengthened author and sponsor relationships, as measured by a 160% increase in author engagement, by running targeted marketing and relationship-building initiatives.

EDUCATION

University of Central Florida

Master of Arts, Education

Bachelor of Science, Business Administration, Hospitality Management

SKILLS

Marketing & CRM: HubSpot, Smartlead, Mailchimp, Constant Contact

Analytics & Reporting: GA4, Microsoft Clarity, UTM Tracking, A/B Testing

Web & Design: WordPress, Webflow, HTML, Adobe InDesign, Adobe Photoshop, Canva

Project Management: ClickUp, Airtable, Notion, Zapier, Make, Slack, Dropbox

AI Tools: ChatGPT, Claude, Gemini, Perplexity

CERTIFICATIONS

HubSpot Marketing Software Certification | HubSpot Email Marketing Certification | HubSpot SEO Certification