

BRIANNA ANTHONY

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Dual US/Canadian citizen, authorized to work in both countries, no sponsorship required

SUMMARY

Growth and demand generation marketer with 10+ years of B2B and B2C experience, including building a full demand generation function from zero as the sole marketer at a B2B software startup. Track record of working AI-first: from pioneering AI search optimization programs to rebuilding web infrastructure with AI coding agents and automating performance reporting. Energized by ambiguity, standing things up, and owning the full motion from ICP definition through pipeline reporting.

EXPERIENCE

Growth Marketing Manager / Remote

Nov 2025 – Aug 2026

Altrio

- Built a complete demand generation engine from zero as the sole marketer for a B2B SaaS deal management platform, launching paid search, paid social, email, content, SEO, webinar, event, and web programs targeting institutional real estate investors and brokerages.
- Grew Google AI search visibility from effectively zero to 3,000+ impressions within three months by standing up an AI search optimization (GEO) program: schema markup, AI-citable content architecture, and targeted editorial coverage of high-intent topics.
- Rebuilt and relaunched the company website on Vercel using Claude Code, driving a 27% increase in overall site traffic within the first month post-launch.
- Owned monthly paid media budgets from \$10K to \$20K across LinkedIn, Google, and Microsoft Ads, delivering 1.2M+ impressions and approximately 700K video views at a \$2.53 average CPC on LinkedIn against a tightly defined institutional audience.
- Led marketing for a new product launch, developing positioning, executing launch campaigns, and building automated pipeline reporting in HubSpot to tie marketing activity to revenue outcomes.
- Automated recurring cross-channel ad performance reporting through an AI-assisted workflow, eliminating manual exports and freeing recurring hours for strategy and testing.
- Partnered directly with sales and BDRs in a continuous feedback loop on lead quality, ICP refinement, and account targeting.

Digital Marketing Manager / Remote

Apr 2021 – Nov 2025

Stockhouse Publishing

- Built and executed an end-to-end B2B demand generation program for Stockhouse's in-house advertising product, including email nurture, LinkedIn campaigns, and gated content targeting public-company CEOs and executives, generating 354 leads, 250+ MQLs, 50+ sales meetings, and approximately 23 new clients on a \$10K quarterly budget.
- Ran account-based marketing programs against named pre-IPO and enterprise accounts, partnering with sales on ICP definition, segmentation, and messaging; LinkedIn retargeting outperformed cold outreach by 20% on cost per lead and CTR.
- Directed cross-functional execution across a graphic/web designer, in-house video production team, and CRM administrator to deliver campaign assets, segmentation, and tracking.
- Increased lead volume by 111% through A/B testing and ad optimization, which reduced cost per lead by 27% and resulted in a 15% average conversion rate for a consumer-based lead generation product.
- Managed paid media strategy, forecasting, and budget allocation for client portfolios ranging from \$2K to \$500K, securing a 50% client renewal rate across 16+ accounts.
- Grew owned social channels organically, taking TikTok from 1,000 to 58,200 followers and YouTube from 100 to 5,000 subscribers, while pioneering client campaigns on emerging platforms including TikTok and Spotify.
- Built and owned all marketing analytics dashboards in Looker Studio, delivering automated monthly account reporting for a 16+ account client portfolio and internal growth dashboards refreshed daily.

Digital Marketing Specialist (Contract) / Vancouver, BC

Oct 2020 – Apr 2021

Peeple Inc.

- Led the development and launch of a vacation rental booking site using WordPress, resulting in 30 bookings and over \$25K in revenue within the first three months.
- Consolidated web operations for three brands onto a single hosting partner and content management system, saving \$10K annually, and migrated the umbrella organization's CRM from Pipedrive to HubSpot with segmented lead nurture campaigns for each child organization.

Marketing Manager (Contract) / Vancouver, BC

Jan – Jun 2020

Buyatab Online

- Managed and mentored a marketing coordinator through weekly one-on-ones and quarterly performance reviews.
- Renegotiated sponsorship agreements with key partners across a \$150,000 annual marketing budget, cutting \$20,000 in expenditures while maintaining campaign effectiveness.

Marketing Specialist / Seattle, WA

Feb 2018 – Sep 2019

Heaton Dainard Real Estate

- Oversaw the development and implementation of digital, print, and content marketing initiatives for a real estate investment brokerage, contributing to annual sales of over \$20M.
- Created and executed a five-part webinar series, achieving a 55% attendance ratio and converting 25 new clients.

ADDITIONAL EXPERIENCE

Communications Specialist (Contract) | Fulmer & Company | Vancouver, BC | Jul – Sep 2020

Affiliate Marketing Coordinator | Trupanion | Seattle, WA | Jun 2017 – Feb 2018

Marketing Coordinator | Sotheby's International Realty | Chicago, IL | Jun 2016 – Jun 2017

SKILLS

Demand Generation & Strategy: Demand Generation, Account-Based Marketing, ICP Definition & Account Targeting, Multi-Channel Campaign Orchestration, Pipeline Reporting & Attribution, Budget Management, Product Launch & GTM, Lead Generation, Webinars & Events, Experiment Design & A/B Testing

AI & Automation: Claude Code, AI Search Optimization (GEO), Schema Markup / Structured Data, AI-Assisted Reporting Automation, Marketing Automation, Vercel

Paid Media: LinkedIn Ads, Google Ads, Microsoft Ads, Meta Advertising, TikTok Ads, Spotify Advertising, Reddit Advertising

Tools & Analytics: HubSpot, WordPress, ZoomInfo, Avina, GA4, Looker Studio, Google Search Console, Salesforce, SEMRush, Marketo, Optimizely, Unbounce, HTML/CSS

EDUCATION

Master of Science in Marketing | Roosevelt University | Chicago, IL | 2017

Bachelor of Arts in Journalism | Indiana University | Bloomington, IN | 2013