

Steve Lys

imstevelys@gmail.com | www.linkedin.com/in/stevelys | (773) 507-0510 | Chicago, IL

SUMMARY

With over a decade of SaaS marketing, RevOps, and consulting experience, I build scalable demand generation programs, enhance digital experiences, drive thought leadership in the market, solve customer pain points, and help enable Sales teams to succeed. I specialize in engaging B2B and B2C audiences from Enterprise to SMB with a proven track record of driving successful marketing campaigns and strategies that enhance brand visibility and customer engagement. I have expertise in market analysis, branding, and campaign execution.

EXPERIENCE

ezCater | Boston, MA (Remote)

10/2023 – 11/2024

Senior Customer Marketing Manager

- Led the development, launch, and optimization of new multi-channel campaign strategies to acquire net new customers, leading to a \$24M YoY revenue growth, exceeding the \$15M target
- Collaborated with the Retention team to create persona-specific, multi-channel roadmaps aiming to boost order volume from one to four, elevating customer stickiness from 80% to 92% within 6 months
- Successfully launched 1:1 and 1:Few ABM campaigns resulting in 15 qualified enterprise leads, driving adoption and revenue growth within defined budget constraints

Marigold | Nashville, TN (Remote)

11/2022 – 8/2023

Manager, Email Marketing

- Achieved 18% over delivery in email channel revenue growth against quarterly marketing lead generation goal
- Reduced CAC for cost per lead programs by 38% by A/B testing email outreach
- Consistently exceeded inbound pipeline generation goals by revamping our targeting strategy, leading to \$3.15M in monthly closed deals
- Tracked and analyzed the engagement and conversion of contacts in the customer journey in conjunction with Demand Generation, Growth and Sales team goals

Alkeme Health | Chicago, IL

9/2021 – 2/2022

Growth Marketing Manager

- Increased free user base from 200 to 15,000 through email and paid ad campaigns. Converted 9% of free tier users (~1,350) to paid, premium tier
- Implemented user growth initiatives aligned with business needs and goals (email, push, SMS, and paid social)
- Created our customer journey across email, SMS, and in-app notifications by designing and implementing focused campaigns across all channels (welcome campaigns, retention/loyalty programs, win-back)
- Analyzed and optimized lead funnel behavior based on user in-app activities, interests and market trends

Simple Machines Marketing | Chicago, IL

1/2021 – 9/2021

Lead Marketing Strategist

- Reduced client sales cycles by 6 weeks (15%) through CRM process optimization, while pinpointing and removing inefficiencies
- Achieved 14% above Q1 2021 revenue goals by revamping their marketing strategies
- Collaborated with client sales operations managers to enhance CRM configurations, streamlining processes for improved efficiency

Root3 Growth Marketing & Business Development | Chicago, IL

2/2016 – 12/2020

Digital Marketing Strategist/Business Analyst

- Developed, budgeted and implemented multi-channel strategies for email and online advertising campaigns with budgets ranging from \$15-\$100K
- Enhanced client CRM platforms to increase sales efficiency by 15-20% and optimize marketing ROI across 24 clients

Previous Roles Include: **Marketing Intern**, Stats Perform, Northbrook, IL, 7/2015 – 2/2016; **Founder/CEO/Editor in Chief**, Hip Hop Your Way, Chicago, IL, 10/2013 - 2/2017; **Rooms Controller**, Chicago Marriott Downtown: Magnificent Mile, Chicago, IL, 6/2011 – 5/2015; **Marketing Representative and Researcher**, VEOBA, Chicago, IL, 6/2009 – 11/2010

EDUCATION, SKILLS, COMPETENCIES & PLATFORMS

University of Illinois at Urbana-Champaign, IL

Bachelor of Arts in Communication and Media Studies

SKILLS: Demand generation strategy, lead generation, CRM, collaboration, project management, marketing strategy, B2B & B2C marketing, digital strategy, data storytelling, email marketing, marketing operations, Account Based Marketing, project management, SEO, paid search, consultation

COMPETENCIES: Attention to detail, data storytelling, critical thinking, decision making, digital strategy, adaptability, leadership

PLATFORMS: Google Analytics, Google Ads, Salesforce, Pardot, Marketo, Iterable, HubSpot, WordPress, Microsoft Suite, Mixpanel, Braze, Kochava, Facebook Ads, LinkedIn Ads, SEMrush, 6Sense

ABOUT ME: Avid music fan, Chinese food enthusiast, unofficial Chicago Bulls fan club member, movie buff