

STEVE LYS

Senior Marketing Leader

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SUMMARY	With over a decade of marketing experience, I drive growth across SaaS, RevOps, and consulting environments. Building scalable demand generation strategies, optimizing the customer journey, and partnering with Sales to accelerate pipeline and revenue is my specialty. I'm an experienced leader of small teams that drive integrated marketing initiatives for B2B and/or B2C organizations ranging from SMBs to enterprise, with expertise in go-to-market strategy, brand growth, and data-driven decision-making.	
WORK EXPERIENCE	Head of Marketing, nativeMsg	Oct 2025 - Present
	- Grew pipeline from \$50K to \$2M in under 8 months by deploying a multi-channel demand strategy across paid, organic, ABM, events, and partner channels - Established the brand identity from scratch by creating ICP definition, tone of voice, visual guidelines, and website rebrand (copy, design direction, and technical AEO & SEO) for a first-of-kind technology with near-zero existing search volume - Scaled our marketing output using AI tools like Claude Projects for social campaigns, creative briefs, and web copy	
	Senior Customer Marketing Manager, ezCater	Oct 2023 - Nov 2024
	- 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 - Reduced CAC for cost per lead programs by 38% by A/B testing email outreach - Successfully launched 1:1 and 1:Few ABM campaigns resulting in 15 qualified enterprise leads, driving adoption and revenue growth within defined budget constraints	
EDUCATION	Email Marketing Manager, Marigold	Nov 2022 - Aug 2023
	- 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	
KEY SKILLS	University of Illinois at Urbana-Champaign	
	Bachelor of Arts in Communication and Media Studies	
KEY SKILLS	- Demand & lead gen strategy - Project management - Marketing strategy & budgeting - B2B & B2C marketing - Digital strategy	
	- ABM campaign building - SEO/AEO/paid search - Data storytelling - Email marketing - Marketing operations	

PREVIOUS ROLES	●	Growth Marketing Manager, Alkeme Health	Sept 2021 - Feb 2022
		Lead Marketing Strategist, Simple Machines Marketing	Jan 2021 - Sept 2021
		Digital Marketing Strategist, Root3 Growth Marketing	Feb 2016 - Dec 2020
		Marketing Intern, Stats Perform	July 2015 - Feb 2016
		Rooms Controller, Marriott International	June 2011 - May 2015
		Marketing Representative, VEOBA	June 2009 - Nov 2010
CONTRACT & FREELANCE MARKETING PROJECTS	●	Marketing Consultant, Alvadette Stewart & Co.	May 2026 - Present
		Developing a new company website and a comprehensive 12-month marketing roadmap for this bookkeeping firm. Leading content strategy, SEO/AEO planning, blog development, and direct mail campaign strategy to increase brand visibility, generate leads, and support long-term business growth.	
		Website Development, Pivot Collaborative	May 2022 - Present
		Built site architecture and integrated booking features for streamlined client access. Implemented SEO best practices. Collaborated with stakeholders to align site design with brand identity.	
		Digital Presence Optimization, Berkshire Hathaway	Apr 2025 - Aug 2025
		Optimized Berkshire Hathaway realtor profile pages and Google Business listings to improve local search visibility and lead gen. Collaborated with 22 realtors to ensure their profiles aligned with their visions by standardizing branding across all channels.	
		Email Marketing Automation, PHX Hydration Energy	June 2025 - Sept 2025
		Built and launched automated email flows including lifecycle, win-back, abandoned cart, signup/newsletter, and post-purchase journeys to drive repeat purchases and drive engagement. Developed creative messaging aligned with brand voice to support new product launches.	
		SEO & Content Marketing, Eye Envy Optical	July 2025 - Jan 2026
		Optimized website structure and content for SEO to improve search visibility with local eye care services. Researched, wrote and published 25 SEO optimized blog posts using targeted high-value keywords to drive organic traffic (without AI).	
PLATFORMS	●	Google Analytics, Google Ads, Salesforce, Pardot, Marketo, Iterable, HubSpot, WordPress, Microsoft Suite, Braze, Kochava, Canva, Facebook Ads, LinkedIn Ads, SEMrush, 6Sense, Mutiny, ChatGPT, Claude	
ABOUT ME	●	Avid music fan, Chinese food enthusiast, unofficial Chicago Bulls fan club member, movie buff	