

# Phil Mann

Senior Growth Marketing Strategist and Demand Generation Leader, Atlanta GA

[678-428-5973](tel:678-428-5973) | [hello@phil-mann.com](mailto:hello@phil-mann.com) | [linkedin.com/in/mannphil](https://www.linkedin.com/in/mannphil) | [phil-mann.com](https://phil-mann.com)

**SUMMARY** Full-stack B2B marketing leader with 15+ years of experience. Orchestrates enterprise-scale demand generation and lifecycle performance, strategy, and pipeline growth across multiple verticals. Expert in account-based marketing, revenue operations, and full-funnel orchestration. Proven track record of scaling GTM systems, tens of millions in revenue, and leading cross-functional teams to high-performance execution.

## CORE COMPETENCIES

Demand Generation & Lifecycle Strategy

Revenue Operations & Full Funnel Marketing

Go-To-Market Optimization

ABM & TAM Expansion

PR, Paid Media & Content Strategy

Multi-Channel Campaign Architecture

## RELEVANT PROFESSIONAL EXPERIENCE

**LeadCoverage** — *Sr. Account Manager: Growth & Revenue*

**2024 – Present** | Atlanta, GA (Hybrid)

- Influenced \$20M+ closed-won per client per quarter; supported \$78M+ quarterly pipeline via integrated demand programs.
- Engineered revenue operation systems across HubSpot, Salesforce & 6sense: led rebuild of scoring models, attribution logic, and automated dashboards.
- Oversees building of ABM campaigns that captured net-new accounts and co-marketing wins with top-tier partners.
- Led PR, thought-leadership campaigns driving 80M+ media impressions and high-impact awards.
- Acted as executive strategy partner to CRO/CMO stakeholders across industrial, 3PL, ecommerce, and cold-chain verticals.
- Managed team of 12 across 5 agency accounts, reporting directly to CEO

**Elementum** — *Senior Lead Generation Manager*

**2022 – 2024** | Remote (HQ Salt Lake City, UT; Remote from Atlanta, GA)

- Scaled pipeline from \$3.2M to \$9.3M; improved sales-qualified meetings by 43% in target verticals.
- Owned \$1M PPC budget: decreased CPM 60%, CPC 81%, CPA 20%; increased CRO 3% month-over-month.

- Delivered 146 qualified opportunities in 202 days through lifecycle journey design, persona mapping.
- Led GTM for ABM, SEO, SEM, events, and outbound SDR engagement across enterprise SaaS buyers.
- Managed direct reports across content, paid media, analytics, and demand ops.

**Reliant Technology** — *Senior Digital Marketing Strategist*

**2020 – 2022** | Atlanta, GA (Hybrid)

- Drove 24% margin growth, 31% lead increase, 26% new users via SEO/SEM/PPC and content funnels.
- Modernized lifecycle strategy for IT infrastructure maintenance solutions.
- Managed team executing on PPC, lifecycle email, SEO, and analytics operations.

**Creative Approach** — *Digital Marketing Strategist*

**2019 – 2020** | Atlanta, GA (Hybrid)

- Doubled open rates and boosted CTR by 136% through new email architecture.
- Built CRM/CMS and webstore to enhance eCommerce experience and brand cohesion.
- Managed SEO, SEM, content, and paid campaigns for B2B and B2C design services.

**Time To Escape** — *Marketing Strategist (Consulting)*

**2018 – 2019** | Atlanta, GA (On-Site)

- Elevated website to #1 SERP across multiple keywords
- Grew AOV 30% through strategic seasonal and event marketing.
- Owned SEO, paid ads, events, and marketing automation strategy

*For prior experience please see [LinkedIn](#).*

**EDUCATION**

- **2:1 Essex University, UK** B.A. (Hons) Contemporary Theatre Practice 2005–2008
- **2:1 Anglia Ruskin University, UK** CertHE – Community Studies 2003–2004