

Tom Kacicki

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Results-driven marketing leader with 12+ years in the B2B tech sector, specialized in driving revenue growth through multi-channel campaigns and strategic team leadership. Proven mastery in pipeline growth and data-driven strategies. Renowned for innovative approach to lead generation and brand marketing, with a strong emphasis on analytics and creativity to fuel business growth. Passionate about transforming marketing challenges into opportunities.

EXPERIENCE

Director of Marketing - Docketwise

July 2022 - April 2024

- Led a team of 5 in executing targeted inbound marketing campaigns to boost ARR by 91%, utilizing Salesforce and Google Analytics for campaign tracking.
- Allocated a \$2 million annual marketing budget across paid search, paid social, 3rd party, content, and events, enhancing pipeline growth by 35%.
- Spearheaded a multi-channel content strategy, including a weekly newsletter, video podcast, and 3 industry books, generating 1000+ leads and 642 MQLs, contributing to a healthy pipeline growth.

Digital Marketing Manager - Hopin

May 2021 - July 2022

- Managed a \$5 million advertising budget across search and social platforms, strategically optimizing spend to achieve a 3x ROAS, surpassing industry benchmarks.
- Developed a full-funnel marketing attribution model, enhancing ROI measurement accuracy by 20% and enabling data-driven decision-making to exceed marketing revenue targets.
- Managed 3 external marketing agencies, aligning campaign objectives and creative direction, which significantly contributed to a unified brand message and achieved targeted revenue goals.
- Implemented rigorous lead quality enhancement strategies, doubling MQL to SQO conversion rates from 6% to 12% within 6 months by refining targeting and lead scoring.

Senior Marketing Manager — Intellitix

March 2019 - April 2020

- Within a \$1 million budget, orchestrated comprehensive digital marketing programs, integrating marketing automation, lead generation, and multi-channel content strategies, resulting in a 40% increase in lead acquisition and enhanced engagement metrics.
- Owned a pivotal global product launch following a strategic acquisition, orchestrating a multifaceted GTM campaign that included PR, email, social media outreach, and a high-profile launch event at an exclusive music business conference, significantly enhancing market presence in the industry.
- Led the sales team in executing targeted ABM campaigns, optimizing CRM protocols, and bolstering pipeline quality and conversion rates at key conferences.

Head of Demand Generation - Knit

Feb 2018 - Feb 2019

- Built and led Knit's marketing team from scratch, growing to 6 dedicated professionals, and spearheading strategic outbound and inbound campaigns that significantly boosted traffic, engagement, and sales.
- Engineered a comprehensive demand gen strategy, integrating content creation, social media, events, PPC, and email marketing, resulting in a 200% increase in outbound leads and a 400% rise in inbound leads, reflecting strategic excellence and market alignment.
- Optimized Knit's CRM system to enhance marketing decision-making, instituting advanced tracking metrics and automated workflows, which played a crucial role in elevating campaign performance and operational efficiency.

Digital Marketing Manager — EventMobi

Feb 2011 - Jan 2018

- As the second employee at EventMobi, pioneered the development of a foundational marketing strategy, laying the groundwork for scalable growth and establishing key brand positioning in the market.
- Launched EventMobi's inaugural marketing campaigns, covering social media, email, content, events, and PPC, which catapulted growth to \$15 million ARR

TRANSFERABLE SKILLS

Strategic Planning	Project Management
Leadership	Communication
Team Management	Negotiation
Data Analytics	Market Analysis
Problem-Solving	CRM Management
Tech Adaptability	Financial Acumen

TECHNICAL SKILLS

SEO/SEM	Generative AI
Email Marketing	Project Management
PPC	Marketing Automation
Paid Social	Funnel Management
A/B Testing	Video Production
Forecasting	Graphic Design
Data Visualization	

SOFTWARE SKILLS

ChatGPT	Google Adwords
Salesforce	Facebook Ads
Pardot	Linkedin Ads
Marketo	Microsoft Ads
Hubspot	Search Console
Wordpress	Adobe Photoshop
Webflow	Adobe After Effects
Figma	MailChimp
SemRush	MetaData
Google Analytics	Zapier

EDUCATION

Marketing Certificate
University of Toronto

BA, Media Production
Ryerson University

CERTIFICATES

Google Adwords Certificate
Google

Youtube Certificate
Google

Email Marketing Certificate
Hubspot

LANGUAGES

English
Polish
French
Spanish