

LARA BERENDT

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B2B DEMAND GENERATION LEADER

Program Architect | Data Distiller | ABM Authority | Storyteller

EXPERIENCE

Director of Demand Generation, LeanDNA, 2021–present

- Drive demand-gen strategy, including paid media, content, nurture and ABM programs
- Partner with execs to develop, manage and optimize demand-gen forecast and reports
- Manage digital marketing agency and oversee demand-gen budget
- Delivered 468% YOY increase in leads, 200% increase in marketing-sourced opps

Senior Growth Marketing Manager, LeanDNA, 2018–2021

- Launched account-based marketing strategy in close partnership with sales
- Managed campaigns across awareness, lead-gen, lead-nurture and outbound sales
- Executed diverse tactics to engage accounts, generate opps and boost pipeline velocity
- Implemented new tech stack components to support sales and marketing
- Drove 65% QOQ increase in new sales meetings in 2019

Brand Manager, AffiniPay, 2017–2018

- Re-launched CPACHarge brand, resulting in 300% YOY leads growth, 76% sales growth
- Led cross-functional teams in integrated demand-generation campaigns
- Implemented 12 email nurture programs to qualify leads, increase conversions
- Built frameworks for campaigns, messaging, editorial calendars and style guide
- Created e-books (4), blogs, emails, websites, ads, videos, webinars and sales tools

Freelance Content Marketer, 2015–2017

- Produced blogs, newsletters, emails, ads for tech companies and agencies
- Advised on branding, digital marketing, and content strategy
- Worked with Indeed, Somnio, Kuno Creative and Amherst InsightLabs

Content Marketing Manager, Indeed, 2015

- Owned thought-leadership content strategy for Indeed's global events program
- Identified speakers and delivered content for more than 50 events worldwide
- Produced event presentations, agendas, blog content, emails videos and case studies

Web Content Specialist, National Instruments, 2012–2015

- Inventoried, audited content to manage content lifecycle and optimize web traffic
- Developed Americas web content strategy and information architecture
- Built web dashboards to track and optimize traffic, user behavior and leads

EDUCATION & TECHNICAL SKILLS

Bachelor of Journalism, 2011, University of Texas at Austin, Summa Cum Laude
Salesforce, Pardot, Marketo, HubSpot, Outreach, Terminus, Sendoso,
Google Analytics, Wordpress, HTML, CSS