

Barry Strauss

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SKILLS

Digital marketing, demand generation, marketing automation, operations, and communications experience for B2B and B2C at startups, growth-stage companies, and large multimillion-dollar enterprises.

- **Digital marketing and demand generation.** Mix of email, content, creative, blogs, paid search, display, remarketing, social, syndication, media buys, as well as metrics and attribution for each.
- **MarTech** stack: HubSpot, ActiveCampaign, Drip, Marketo, Airtable, Asana, Intercom, GA, Google Ads, Mixpanel, Salesforce, Mailchimp, Sendinblue, Lemlist, DiscoverOrg, Hunter, Enlyft, TheChecker, Instapage, Terminus, Sprout Social.
- Sales **enablement** materials, including battle cards, presentations, brochures, datasheets, success stories, case studies, backgrounders, white papers, demo/explainer **videos**, and infographics.
- Website **design, content, and development.** Experience with **WordPress, html, and css/styles.**
- Interaction with sales (including **SDRs** and business development), **cross-functional teams**, and vendors.
- Strategic **events**, including tradeshow, **webinars, podcasts**, and sales meetings.
- Analyst and **PR** strategies, programs, press releases, bylines, and press kits.
- **Positioning**, branding, and messaging.

CONSULTANT

Feb 2019 - Current

Current (active) projects:

SlashNext — Digital Marketing and Demand Generation

In-depth, real-time anti-phishing solutions

- Plan, manage, create, test, and optimize display and search ads to drive measurable awareness, new traffic, and leads.
- Work with HubSpot for nurture workflows (top, middle, bottom of funnel), as well as for one-off product campaigns.
- Develop and execute intent-based ABM campaigns using Terminus, and perform lead development and multi-channel follow-up efforts to generate leads and elevate brand.

TruU — Director of Marketing

Passwordless and badgeless solutions for enterprises

- Responsible for general marketing activities (demand generation, website, events, collateral, social, videos, creative).
- Set up HubSpot and oversee automation specialist.
- Manage events (e.g., RSA conference) that includes pre- and post-event campaign activities.

Munchery (owned by Rolliyo) — Demand Generation and Email Marketing

Affiliate marketing using Munchery recipe site and relevant emails to attract subscribers

- Created a waterfall demand generation workflow using Mailchimp and Sendinblue to reduce costs and send scheduled newsletters and standalone offers to a growing base of three million segmented subscribers.

Oncotelic — Branding and Website

Immuno-oncology company fighting cancer and infectious diseases, including COVID-19

- Designed and created logo and brand elements, as well as Wordpress site (with IR feed) and presentation templates.

Biomea Fusion — Website

Precision oncology company developing novel small molecules targeting aggressive forms of cancer

- Designed and created website; currently maintaining and updating as needed.

Amitree — Marketing Manager (project ended Sep 2020)

Personal email assistant software for real estate agents

- Implemented, managed, and optimized waterfall demand generation system for nurturing (Intercom, Lemlist email outreach, TheChecker email verification, ActiveCampaign, Mixpanel, Drip).
- Developed and executed advertising and lead-generation campaigns for existing and churned users, as well as new prospects. Ad creative for Google search and display, as well as LinkedIn.

FULL-TIME EMPLOYEE

Wootric (acquired by InMoment) — Director, Demand Generation

Mar 2018 - Jan 2019

Machine learning customer feedback management platform

- Set up marketing automation (HubSpot/Salesforce). Designed and created sales funnel definitions, metrics, and automated workflows, as well as content to track/act upon leads, MQLs, SALs, SQLs, opportunities, and closes.
- Tracked and managed paid search and spend.
- Managed all events, including concept, strategy, materials (booth, collateral, videos), follow-ups, and metrics.

OPSWAT — Digital/Demand Generation Marketing

Sep 2017 - Mar 2018

Advanced threat detection and prevention platform

- Performed digital marketing review and optimized Google Ads for spend, keywords, and exclusions based on personas and targeted messages.
- Integrated events with MarTech (HubSpot/Salesforce) to increase ROI and turn events into a profit center.

WhiteCryption (acquired by Intertrust) — Director of Marketing

2015 - 2017

App security for banking/financial services, healthcare, automotive, and entertainment

- Marketed for the WhiteCryption application shielding startup, which was later acquired by and folded into Intertrust Technologies as a product brand. Responsible for marketing operations, demand generation, product marketing, and marketing communications.
- Set up Marketo/Salesforce/DiscoverOrg integration for nurture flows and campaigns, and managed outside vendors for content syndication and lead acquisition across various channels.

Talksum — Head of Marketing

2013 - 2015

Real-time, high-speed security, analytics, data processing and management solutions

- Built the marketing team, and created and grew corporate image and product brand.
- Launched award-winning flagship product and subsequent cloud-based solutions.

Aggregate Knowledge (acquired by Neustar) — Marketing Director

2007 - 2013

Leading ad-tech data management and analytics solutions

- Launched startup company from pre-funding stage onward. Developed branding, positioning, and messaging (corporate and product), including materials used to attract initial VCs and customers.
- Was responsible for sales enablement, digital marketing, and early-phase demand generation.
- Helped accelerate growth/revenue stream for successful \$110 million acquisition by Neustar, a \$3.2 billion company.

EDUCATION

University of Missouri, Bachelor of Journalism – Columbia, Missouri.