

Amber Pizano

Strategic Marketing Leader

👤 Profile

Dynamic marketing professional with 18 years of experience leading impactful B2B strategies, driving revenue growth, and enhancing brand visibility. Skilled in AI-driven marketing, customer engagement, and predictive analytics to optimize campaigns and deliver measurable business outcomes. Proven expertise in managing brand voice across channels, developing targeted campaigns, and leveraging technology to achieve growth. Adept at building high-performing teams, mentoring, and aligning stakeholders to meet organizational goals.

📁 Employment History

Founder & Head of Marketing at Guardian Saints

December 2023 — Present

- Built and led a successful business from the ground up, gaining hands-on experience in HR, finance, sales, marketing, operations, leadership, and customer success—broadening my business perspective as a marketer and strategic leader.
- Designed and managed the website and CRM using HubSpot, achieving 4,000+ users and 32K interactions in the first 4 months.
- Secured \$200K+ in ARR within the first 4 months of opening through exceptional sales and marketing acumen, leveraging strategic outreach and dynamic content creation.
- Implemented AI tools like ChatGPT, Google AI Studio, and SEO Bot AI to optimize campaigns, improve customer acquisition, and drive high-conversion website traffic.
- Built and launched social media channels from scratch, establishing the brand voice and content strategy to drive engagement and maintain consistency across platforms.

Senior Manager, Marketing Automation & Technologies at Solarwinds

February 2022 — November 2023

Led strategy, execution, and optimization of SolarWinds' marketing and sales automation platforms, including Outreach, 6Sense, ZoomInfo, Drift Chat, and Marketo. Spearheaded sales enablement through technology roadmaps, ensuring full platform utilization to maximize ROI, accelerate purchase paths, and drove lead generation and revenue growth.

Details

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Links

amberpizano.com

[LinkedIn](#)

Skills

Growth Marketing

Demand Generation

Marketing Automation

Content Strategy and SEO

Analytical Skills and ROI
Optimization

- Developed automated workflows for targeted outreach sequences, accelerating pipeline growth by 13% and contributing to a \$5 million increase in revenue generation.
- Integrated AI-driven insights from 6Sense into Outreach to target ICPs at their moment of intent, enabling personalized engagements at scale and driving a year-over-year increase of 12,000 sales-qualified leads.
- Evaluated and optimized marketing technology platforms, leading to a 30% increase in deal velocity, pipeline conversion, and sales productivity, contributing to an estimated \$2 million worth of faster-moving pipeline deals.
- Implemented attribution modeling across all campaigns, increasing visibility into the customer journey and improving marketing ROI by 8%, resulting in an estimated \$1 million improvement in marketing-driven pipeline.

Associate Vice President of Marketing at ACHNET Achiever Network

October 2020 — January 2022

Orchestrated the company's full marketing strategy, building a high-performing team of agencies, contractors, and employees. Developed the corporate roadmap and go-to-market strategies, including CRM, email automation, CMS, and digital advertising channels.

- Implemented CRM and loyalty programs that significantly improved customer retention, reducing churn by 22% and increasing customer lifetime value by \$50K annually.
- Developed a UX improvement strategy based on Google Analytics and customer feedback, enhancing the user experience and increasing customer satisfaction scores by 15%.
- Led demand generation initiatives aligned with retention goals, driving a 60% increase in client engagement and contributing to an overall revenue growth of \$650K annually (started at \$0).

Director of Product Marketing / Head of Marketing at Teatro Software

May 2017 — September 2019

Led end-to-end marketing strategy for a mobile AI-based collaboration platform for hourly employees, focusing on driving awareness, engagement, and adoption.

- Led account-based marketing (ABM) campaigns, incorporating video, custom landing pages, email, and hyper-targeted social ads, shortening the buying cycle from 12 months to 4 months.
- Implemented HubSpot CRM and marketing automation, boosting qualified leads by 200% and increasing customer engagement by 38%, while improving sales response and forecast accuracy.
- Engaged a PR and website development agency to create a strategic digital marketing plan, achieving explosive growth in media coverage and social media engagement, gaining 36% share-of-voice in the gaming and retail tech space, and increasing website traffic by 1076% year-over-year.
- Collaborated with product management to optimize the user experience, driving adoption and satisfaction through continuous refinement of customer journey touchpoints.

Director of Marketing at BSN Sports

April 2015 — May 2017

Led the development and execution of GTM strategy, messaging, and multi-channel marketing campaigns, elevating both B2C and B2B marketing efforts at BSN SPORTS. Transformed underperforming segments, achieving measurable ROI improvements while directing a team of eight cross-functional marketers to drive brand visibility and deepen customer engagement.

- Turned around a failing SEM/PPC program, improving the marketing return on ad spend (ROAS) from losing -\$30K per month to a profitable 4:1 ROAS within the first three months by cleansing product data and overlaying a buying seasonality calendar to product feeds.
- Increased targeted email sends from 8,000 to 80,000 per month while remarkably doubling email effective rates by implementing a marketing automation program, cleansing the database, and updating the CRM API to expand segmentation capabilities.
- Implemented retention marketing strategies, optimizing the customer journey and reducing churn, which significantly improved customer engagement and satisfaction across large-scale campaigns.
- Mentored an underutilized, marketing team of 6, transforming them into a high-performing group by empowering them to increase their contributions, boosting team confidence and earning recognition from leadership.

Worldwide Senior Digital Marketing Communications Manager at Texas Instruments

July 2007 — April 2015

Oversaw a global marketing team across Europe, the Middle East, and Asia while managing a \$15M budget. Led multi-channel international campaigns for TI's university segment, encompassing website development, email automation, CRM, digital advertising, video marketing, partner programs, social media, and media relations. Utilized data-driven strategies to optimize global customer acquisition and retention, significantly improving ROI.

- Launched TI's first automated, mobile-responsive email campaigns, segmenting audiences and creating over 50 tailored messages, resulting in a record-breaking 58% open rate, 18% click-through rate, and 30% effective rate.
- Revamped the TI Innovation Challenge, increasing participation by 116% while reducing the budget by 60%, making it the most successful loyalty program in company history.
- Conceptualized and executed the industry viral "Thank an Engineer" video campaign, which generated over one million video views, 176,000 conversions, and a 90% boost in landing page conversions. The campaign earned widespread industry recognition, with Google Digital Marketing Evangelist Avinash Kaushik citing it in a best practices webinar as an exemplary B2B marketing success.
- Developed an award-winning rebranding campaign "Engineering Change" aimed at millennial engineers, driving a 101% increase in student job applicants and a 65% average increase in social media followers. This campaign won the Bronze Bulldog Media Relations Award, PRSA Pegasus Award, and GolinHarris Corporate Reputation/Brand Management Award, further enhancing TI's market position and brand perception.

🎓 Education

Bachelor of Arts, University of North Texas

🇺🇸 Military

United States Navy | Rank: E-5

July 1998 — July 2004

Honors & Awards: Navy Good Conduct Award, Navy Achievement Medal, Global War on Terrorism and Iraq Campaign Service Medal, National Defense Medal, Armed Forces Expeditionary Service Medal, Enlisted Surface Warfare Specialist Qualification