

BROOKE STICKLE

Senior Marketing Leader

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Demand generation leader who builds durable growth systems, elevates teams, and creates alignment across product, sales, and revenue operations.

PROFILE

Director-level pipeline and revenue marketing leader with a proven record of driving MQL-to-SQL conversion, pipeline velocity, and ARR growth through lifecycle strategy, marketing automation, and tight sales alignment. Deep expertise in HubSpot and Salesforce ecosystems, demand and lifecycle orchestration, and cross-functional GTM leadership. Known for building scalable conversion engines that blend automation, data, and human sales motions to deliver measurable revenue impact.

CORE COMPETENCIES

- Pipeline & Lifecycle Marketing
- Revenue Marketing Strategy
- MQL, SQL & PQL Frameworks
- HubSpot & Salesforce Architecture
- Marketing Automation & AI Enablement
- ABM & Account-Based Motions
- Marketing Operations & Attribution
- GTM & Sales Alignment
- Funnel Conversion & Velocity
- Executive & Cross-Functional Leadership
- Organic & Paid Social Media
- Budget Creation and Optimization

PROFESSIONAL EXPERIENCE

Marketing Manager, Arkus, Inc

2025 — 2026

New York NY

Transitioned a Salesforce SaaS consulting company from a branding-focused to a revenue-driven marketing strategy, creating an integrated plan across email, web, social, events, and paid media. Worked closely with Sales and Brand teams to refine value propositions and elevate campaign results, utilizing AI-driven automation and enhancing attribution accuracy with dashboards and models. Reported to the President of Sales & Marketing. Position impacted by company workforce reduction.

- Built and owned a revenue-oriented marketing function, shifting the organization from brand-only initiatives to pipeline and conversion-focused GTM programs.
- Architected lifecycle and demand programs across HubSpot and Salesforce, mapping the end-to-end journey from first touch through closed-won and driving \$5.1M in revenue and \$7.7M in active pipeline.
- Designed and optimized MQL and SQL frameworks, lead scoring, and routing logic to improve conversion quality and sales follow-up velocity.
- Partnered closely with sales leadership to align lifecycle journeys, campaign motions, and handoff criteria across marketing and sales teams.
- Launched and continuously optimized integrated campaigns across email, ABM, events, content, and paid channels, testing pathways that contributed to \$4.2M in sourced revenue.
- Built the executive source of truth for pipeline velocity, funnel conversion, ROI, and revenue impact, translating complex performance data into decisions about where to invest and scale.
- Delivered more than 35 revenue-focused events through partner and field programs, supporting pipeline acceleration and account expansion.

Senior Manager, B2B Digital Marketing, HomeServe USA

2019 — 2024

Norwalk CT

Led B2B marketing and brand initiatives in the U.S. and Canada, reporting to the VP of Strategy. Directed multi-vertical campaigns with a focus on creating compelling content for email, web, and social channels. Managed advertising strategies to maximize lead generation and conversion, and oversaw HubSpot and Salesforce administration to maintain data integrity while leading a six-person team.

- Led B2B demand generation, lifecycle marketing, and marketing operations for a national municipal partnerships organization.
- Scaled inbound and outbound demand programs that increased B2B form submissions 24x and consistently produced 50%+ email open rates.
- Owned marketing automation strategy and execution, including persona-based journeys, lead scoring, and nurture programs aligned to sales SLAs.
- Collaborated with sales and partnerships teams to support acquisition, retention, and expansion across a large national footprint.
- Built dashboards and reporting frameworks to measure MQL quality, pipeline contribution, and campaign ROI.

Marketing Manager, RJ Lee Group

2014 — 2019

Monroeville PA

Led the marketing function in a highly technical, regulated laboratory environment, partnering closely with scientists and engineers to translate complex data and methodologies into integrated digital and traditional marketing programs. Reported to the CFO and later the COO, improving operational effectiveness, campaign execution, and vendor performance through data-driven planning, analytics, and process optimization. Developed and operationalized multi-channel campaigns, managed budgets and vendor negotiations, and co-authored proposals, articles, and white papers to support revenue growth and stakeholder decision-making.

- Partnered with scientists, engineers, and executive leadership to translate complex technical offerings into clear GTM messaging and demand programs.
- Led multi-channel campaigns supporting scientific and industrial services, balancing long sales cycles with measurable pipeline impact.
- Strengthened CRM and marketing automation usage to improve lead visibility, attribution, and reporting accuracy.

LEADERSHIP & COLLABORATION

- Proven leader in matrixed environments, partnering with Sales, RevOps, Product Marketing, Engineering, and Executive teams.
- Experience managing agencies, vendors, budgets, and cross-functional initiatives with accountability to revenue outcomes.
- Trusted advisor to senior leadership on GTM strategy, pipeline health, and conversion optimization.

EDUCATION | CREDENTIALS

Kaplan University, Davenport, IA

Bachelor of Science in Marketing Management

Westmoreland County Community College, Youngwood, PA

Associates of Applied Science in Photography

Westmoreland County Community College, Youngwood, PA

Associates of Applied Science in Multimedia Technology

CERTIFICATIONS

Applied AI for Growth Marketing (FutureLearn)

B2B Go-to-Market Strategy (LinkedIn)

The Habits of Successful Marketers (LinkedIn)

TECHNOLOGIES

HubSpot | Salesforce CRM | Marketing Cloud Account Engagement (Pardot) | 6sense | Google Analytics (GA4) | Attribution & BI Dashboards | Marketing Automation & AI-Assisted Workflows