Renee Holden

Go-To-Market Engineer | AI-Native GTM Workflows, CRO & Experimentation, Revenue Attribution

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SUMMARY

Go-to-market operator who connects acquisition, conversion and lead quality into one system. Five-plus years in paid acquisition, B2B demand generation and conversion rate optimization, now building AI-native GTM workflows (Clay, AI agents, Make.com and the Anthropic API) to qualify leads, surface market signals and shorten the test-and-learn cycle. Runs a CRO and experimentation roadmap judged on revenue, not just conversion rate. Economics background; owns budgets of $250K+/month and a quarterly pipeline commitment, builds pipeline and revenue forecasts, and turns MQL → SQL conversion data into pipeline decisions.

CORE SKILLS

AI Agents & Agentic Workflows (Clay, Make.com, Anthropic API) · A/B & Multivariate Testing · Funnel Analysis & Conversion Optimization · MQL → SQL Conversion & Lead Quality · Pipeline Reporting & Marketing-Sourced Pipeline · Pipeline & Revenue Forecasting · Quarterly Pipeline Commitment · Campaign Attribution & Conversion Tracking (Enhanced Conversions, Conversions API) · ABM with Sales · Google Search & Performance Max · LinkedIn Ads & Webinar Programs · Salesforce Campaigns · HubSpot Lead Scoring & Workflows · Paid Acquisition & Demand Generation · Budget Ownership ($250K+/mo) · Competitive & Market Intelligence · Cross-Functional GTM Execution

WORKSHOPS

The Lead Quality Trap

Pavilion B2B GTM Group

A three-hour interactive workshop for B2B go-to-market leaders on why more conversions can make pipeline worse. Built on Goodhart's Law, the Theory of Constraints and LTV:CAC, it walks through two real case files (a healthcare network that cut cost per lead 43% while lifting lead-to-patient rate, and an EV fleet program that raised lead-to-client conversion 37%), then has teams diagnose their own funnel across targeting, handoff and measurement and commit to one lead-quality test.

EXPERIENCE

Conversion Rate Optimization Specialist

Aug 2026 – Present

MVF Global

- Built AI agents and automated workflows that generate, build and launch landing-page experiments across multiple lead-gen funnels, scaling test velocity to 15 experiments per month with a 35% win rate and lifting revenue per visitor 40–60%.
- Ran an A/B testing and experimentation program in Optimizely, measuring wins on revenue per visitor (RPV) rather than conversion rate alone to tie CRO directly to revenue.
- Owns a quarterly pipeline commitment of 500+ SQLs, building pipeline and revenue forecasts that set experiment priorities and budget.
- Runs account-based marketing (ABM) with sales across 10 target accounts, generating $50,000 in pipeline.
- Partnered cross-functionally with sales, account management, and paid search and paid social teams to develop revenue-maximization strategies for B2B enterprise clients, driving $10,000+ in incremental revenue and aligning funnel experiments with pipeline and revenue goals.

Paid Media Manager – Growth Marketing

Mar 2025 – Aug 2026

Blushark Digital

- Owned paid acquisition budgets of $250K+/month for legal and healthcare clients across Google Search, Performance Max and paid channels, including budget pacing, allocation and forecasting.
- Owned pipeline reporting against a quarterly pipeline commitment, tracking 200 MQLs per quarter in marketing-sourced pipeline (MQL → SQL) across 4 channels, and building pipeline and revenue forecasts.
- Oversaw a team of 2–3 analysts, assigning account work and reviewing campaign analysis and client reporting.
- Built an AI-native lead-qualification workflow (Make.com + Anthropic API) that summarizes CallRail call transcripts and logs qualification notes to Google Sheets, giving sales and account teams a lead-quality view by source to prioritize follow-up.
- Reduced cost per lead ~20% and cost per qualified lead 35% for a legal services account by reallocating budget from Performance Max to Demand Gen (YouTube) and running negative-keyword and geo-targeting audits, lifting MQL → SQL conversion 24%.
- Recovered ~$45K in wasted spend through systematic search-query and negative-keyword audits across six categories, reallocating budget to high-intent demand and improving CAC 20%.
- Set up Enhanced Conversions and Conversions API tracking, recovering 30% more tracked conversions and improving CPA 29%.
- Ran 15 A/B and multivariate tests per month, with top winners lifting conversion rate 19%, and reported results in Looker.
- Diagnosed campaign attribution and conversion tracking gaps between Smart Bidding and CRM/intake data for a multi-location healthcare network, laying the groundwork for closed-loop revenue attribution and a 42% ROAS improvement.

- Built an automated competitive and market-intelligence workflow that delivers a daily digest of ad-industry news across verticals, keeping GTM strategy ahead of platform and competitor shifts.
- Delivered full-funnel KPI reporting and optimization recommendations to client stakeholders.

Performance Media Manager
Apr 2023 – Mar 2025

Amadeus Hospitality

- Owned paid acquisition programs with $100K+/month budgets across paid search, display and remarketing.
- Oversaw a team of 2–3 analysts, assigning account work and reviewing campaign analysis and reporting.
- Built full-funnel channel strategies tied to lead-generation and customer-acquisition targets, optimizing toward CPA and lead-quality signals rather than raw volume, cutting CPA 27% and lifting ROAS 36%.
- Managed budget pacing and reallocation using CTR, CVR, CPA and lead-quality KPIs.
- Managed 9 Salesforce campaigns for hotel and event businesses, tracking campaign-sourced leads and performance.
- Set up Enhanced Conversions and Conversions API tracking, and ran A/B and multivariate tests with results reported in Looker.

PPC Analyst
Aug 2022 – Apr 2023

SmartSites

- Executed multi-channel paid acquisition campaigns supporting lead-generation and customer-acquisition goals.
- Developed messaging and creative A/B and multivariate test plans and CRO recommendations, reporting results in Looker.
- Set up Enhanced Conversions and Conversions API tracking for client campaigns.
- Partnered cross-functionally with design, strategy and account management to launch go-to-market campaigns against client objectives.

Strategic Communications Specialist
Apr 2021 – Mar 2022

GNA Creative

- Ran integrated B2B demand-generation programs (webinar programs, email nurture, paid media and social) for utility and technology clients.
- Reported marketing-sourced pipeline (MQL → SQL) by channel against a quarterly pipeline goal, and built pipeline and revenue forecasts.
- Built HubSpot lead scoring and workflows, and ran account-based marketing (ABM) with sales teams.
- Orchestrated multi-channel go-to-market launches, including audience targeting and segmentation, webinar promotion, email campaigns and content calendars.
- Built weekly KPI reporting and used engagement and conversion data to refine segmentation, messaging and funnel performance.
- Coordinated clients, creative teams and stakeholders to deliver GTM campaigns on schedule.

EDUCATION & DEVELOPMENT

University of Maryland — Bachelor of Arts in Economics
In progress: Pavilion – AI in GTM (Oct–Dec 2026); Clay University (Nov 2026)
Certifications: Google Ads Certified; Bing Ads Certified; Google Analytics & Google Ads courses; HubSpot Inbound Marketing; CRM/Salesforce Training

TECHNICAL PROFICIENCY

GTM Automation & AI	Clay, Make.com, Anthropic API, Claude Code, Meta Ad Library API, Jasper AI
CRM & Marketing Automation	HubSpot (lead scoring, workflows), Salesforce (campaigns), Pardot, Marketo
Analytics & Attribution	GA4, Google Analytics, Google Tag Manager, Enhanced Conversions, Conversions API, SQL (BigQuery), Looker, Looker Studio, CallRail
Experimentation & CRO	Optimizely, VWO, Unbounce
Advertising	Google Ads (Search, Performance Max, Demand Gen), LinkedIn Ads (Campaign Manager), Meta Ads, ChatGPT Ads, Reddit Advertising, DV360
SEO	SEMrush, SpyFu, Ahrefs
Project Management	Asana, Monday.com, Hootsuite, Sprinklr
Design & Content	Adobe Creative Suite, WordPress, Basic HTML
Microsoft Office	Excel, PowerPoint, Outlook