

# BROOKE HART

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## MARKETING GROWTH STRATEGIST | FUNNEL ARCHITECT | REVENUE BUILDER

Growth marketing leader with 15+ years of experience designing revenue-driving systems for B2B and D2C brands. Expert in funnel architecture, B2B lead generation, direct response, and lifecycle optimization. Skilled at building scalable marketing engines that deliver consistent results through paid media, organic strategies, automation, and conversion-focused campaigns. Proven ability to manage teams, optimize marketing systems, and turn strategy into measurable business growth.

### KEY ACHIEVEMENTS:

- ✓ **Strategic Transformation and Revenue Growth:** Spearheaded full-funnel initiatives to support growth within a company, increasing sales conversion rates as well as brand awareness and growth within the company. Led a team with initiatives that holistically worked with paid ads, SEO, content strategy, email, and automations.
- ✓ **Innovative Global Market Penetration :** Spearheaded global market penetration by crafting and executing a groundbreaking digital sales and marketing strategy for CrossFit International, achieving significant market share expansion and elevating brand visibility. Pioneered adaptive strategies for startups in emerging markets, establishing a reputation for innovative and effective market approaches.
- ✓ **Enterprise Level and Diverse Industry Strategic Initiatives:** Strategic initiatives for enterprise-level and celebrity-based companies, such as True Religion, GXVE Beauty, Arcadia, Uniform Teeth, Croissant, MarketerHire.
- ✓ **Holistic Brand Development and Market Leadership:** Founded and steered a consulting agency with a holistic approach to marketing, extending beyond traditional channels and driving successful campaign launches by utilizing full-funnel strategies, including support for national Yoga brands, independent healthcare practitioners, and diverse offline to online clients. Conducted market research, analysis, and strategic development, contributing to sustained growth and establishing the agency as a trusted partner in holistic business development and market leadership.

### SKILLS & COMPETENCIES

Strategic Planning	B2B Lead Generation	Marketing System Designs
Innovative Problem-Solving	Conversion Copywriting	Team Leadership & Contractor Management
Funnel Architecture & Optimization	Email & Automation (Tech Agnostic)	Business Development
Data-Driven Decision Making	Attribution & Analytics	Growth Strategy

### TOOLS & PLATFORMS

Klaviyo	Segment	Google Analytics
Braze	Lexer	NorthBeam
Iterable	Business Intelligence	Meta Ads Manager
<a href="#">customer.io</a>		Figma
HubSpot		
Listrak		

### WORK EXPERIENCE

#### STRUCTURED AGENCY

##### DIRECTOR OF LIFECYCLE

2022 - 2024

- Architected full-funnel strategies for enterprise and D2C clients, integrating paid ads, conversion funnels, and lifecycle campaigns to drive consistent leads.
- Delivered 20% QoQ revenue lift by scaling evergreen acquisition funnels, automated email / SMS flows, and retention programs.
- Reduced client churn by 75% through systematized retention frameworks and consultative growth roadmaps.
- Partnered with sales to build outreach pipelines and pitch strategies, improving the close rate by 50%.
- Directed cross-functional teams (paid, CRM, creative, and technical) to execute aligned growth campaigns.
- Supported enterprise brands, including True Religion, Jennifer Fisher, and EC Council, with funnel and lifecycle strategies.

#### MAVAN/BESPOKE INBOX

##### CHIEF STRATEGIST OF LIFECYCLE

2020 – 2022

- Designed and managed lead generation funnels for 20+ clients across B2B and D2C, consistently delivering qualified leads and revenue growth.
- Built automation systems (Klaviyo, Braze, Iterable) that scaled without constant oversight, improving conversion rates by 20%+.
- Directed a team of 5+ specialists across design, copy, and development to execute campaign strategies.
- Developed go-to-market funnel strategies for startups in wellness, fitness, crypto, and healthcare verticals.

- Delivered successful campaigns for CrossFit International, GXVE Beauty, Wildfit, Uniform Teeth, and Arcadia.

**ON TARGET (BROOKE HART CONSULTING)****FOUNDER/CEO/CONSULTANT****2006 – 2020**

- Founded and scaled a marketing consultancy delivering marketing systems for SMBs and mid-market brands, with focus on funnels, paid ads, and lifecycle growth.
- Built strategic roadmaps combining direct response marketing with brand building for long-term success.
- Delivered measurable increases in qualified lead generation and attributed revenue for clients.
- Scaled and managed creative and technical teams to implement campaigns across multiple channels.

**EDUCATION & CERTIFICATION**

- BACHELORS IN ENGLISH, UNIVERSITY OF NORTHERN COLORADO
- BACHELORS IN PIANO PERFORMANCE, UNIVERSITY OF NORTHERN COLORADO
- CERTIFICATE IN ONLINE MARKETING, INTERNATIONAL MARKETING ASSOCIATION
- CERTIFICATE IN SALES AND MARKETING, HUBSPOT