

Bob Hazlett

Director of Demand Generation

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Marketing Director with 15+ years of experience leading and implementing marketing strategies for Fortune 500 companies, startups, and nonprofits. Designs and implements unbeatable marketing growth initiatives to increase demand, sales pipeline, and revenue. Dynamic, fun, and innovative manager, Webby Award Finalist, promoted two times in 18 months, and named Top 40 Under 40.

WORK HISTORY

Director of Growth & Performance Marketing

September 2022 – May 2023

Alcatraz AI

Leads strategy, planning, design, and execution of global B2B demand generation marketing programs, driving revenue, engagement, and pipeline growth. Owns marketing operations (HubSpot), automation, paid performance, and analytics, ensuring campaigns are efficient, optimized, and align with goals.

- Increased conversion rates **+16%** and MQLs **+277%** by working closely with Sales, SDRs, and Product teams to plan and execute integrated demand generation campaigns utilizing email, website, SEO/SEM, video, social media, and events
- Decreased lead to MQL duration by **-83%** and lead to customer duration by **-56%** with strategic account-based marketing, personalized user experiences, and automated sales follow-up
- Boosted engagement rates **+6%** and saved the team **40** hours of manual work per week by creating content marketing frameworks that leverage generative AI and LLMs (ChatGPT, Midjourney, Jasper.ai, etc.)
- Created in-depth personas and established lead scoring systems, enhancing targeted marketing and boosting campaign success
- Redesigned corporate website, achieving an **+8%** increase in organic traffic and outpacing competitors in traffic share within the first 30 days

Director of North American Marketing - Demand Generation

April 2021 – September 2022

Eagle Eye Networks

Reimagined and scaled marketing efforts to accelerate demand, new user acquisition, and ROI for a leading B2B SaaS platform. Team leader creating data-driven integrated marketing campaigns across digital and traditional channels to achieve ambitious go-to-marketing (GTM) objectives.

- Improved marketing-generated revenue **+40%** YOY by designing and leading multi-channel, integrated global B2B campaigns
- Boosted new accounts created **+57%** and decreased CPL **-48%** YOY by collaborating closely with Sales, Product, and Executive leadership to create a holistic sales and demand generation strategy
- Managed a 13-person team, liaised with agencies, partners (G2, HubSpot, Zoominfo, etc.), and internal Sales teams to accelerate demand generation success
- Delivered **+107%** engagement rates and **+72%** CTR through strategic A/B testing across diverse channels: ABM, SEO, paid search, social media, video, and webinars
- Revamped lead generation, optimized sales funnel, and enhanced customer journeys through persona development, segmentation, & advanced marketing automation

Marketing Director

November 2020 – April 2021

MOD Tech Labs

- Grew active users **+600%**, and accelerated ROI **+124%** by building digital marketing strategy, demand generation, and product awareness campaigns for AI-focused B2B SaaS startup
- Built an aggressive GTM strategy for a revamped product rollout, including market assessment, customer research, messaging and positioning, and sales collateral development

- Spearheaded marketing automation and operations advancements. Strategically implemented lead nurturing best practices, improved landing page conversion rates, and bolstered user retention
- Designed, planned, and executed the organization's content strategy, including social media, branded content, and SEO across all digital channels

Senior Brand Marketing Manager

October 2015 – July 2020

Hilton

- Increased new online revenue **\$800M**, achieved **90%** brand awareness, and was Webby Award Finalist by crafting and implementing two of the most successful B2C marketing programs in brand history
- Skyrocketed key brand metrics **+10** points and decreased media costs **-34%** by strategically managing \$4M ESPN marketing sponsorship strategy
- Improved brand consideration by **+11** points and increased lower funnel traffic by **+6%** YOY through compelling advertising creative and data-driven marketing strategies for a **\$16M** brand campaign
- Managed agency relationships and led the design and development of campaign creative across TV, digital, radio, and print
- Named Top 40 Under 40 by Memphis Business Journal
- Supported **2,500** properties across **30+** countries through a collaboration with B2B Sales and Product Management

Director of Digital Marketing

March 2010 – October 2015

Memphis Convention & Visitors Bureau

Managed and grew a team of 6 and implemented a metrics-driven digital marketing strategy resulting in **\$26M** in revenue and multiple awards

Digital Marketing Manager

July 2006 – March 2010

ALSAC/St. Jude Children's Research Hospital

Led a dynamic digital marketing team of 8, generating a **300% ROI** with a \$2M budget. Cultivated a loyal social media following of **250K+** and secured **\$7M+** in annual donations through strategic retailer partnerships

Marketing and Communications Consultant

April 2005 – July 2006

Fifth Third Bank

Oversaw **\$15M+** worth of B2B clients, executing strategic marketing programs, product enhancements, and delivering impactful financial planning education to diverse audiences

EDUCATION

Wright State University, Dayton, OH

Bachelor of Science in Business – Finance

SKILLS

Tools & Software: HubSpot (Advanced), Salesforce, Zoominfo, Leadfeeder, G2, Google Analytics, Google Data Studio, SEM Rush, Google Ads, LinkedIn Ads, Facebook Ads, Asana, WordPress, ChatGPT, Midjourney, Jasper.ai, and other generative AI tools

Core Competencies: Marketing strategy, Marketing automation & operations, Content development, Data analytics & reporting, Demand generation, Digital marketing, Inbound marketing, Brand awareness, and Multi-channel marketing campaigns.