

Bob Hazlett

Director of Marketing & AI Strategy

Austin, Texas • +1-937-360-6411 • rhazlett@gmail.com • [linkedin.com/in/rhazlett/](https://www.linkedin.com/in/rhazlett/)

Marketing leader with 15+ years driving demand generation and revenue growth for Fortune 500 companies, AI startups, and financial services, including \$800M in new revenue at Hilton and 40% YoY growth at Eagle Eye Networks. At TruStage, leads demand-generation strategy for a 7-person team. Also drives AI adoption org-wide – building its AI Marketing Strategy, use cases, and team training, with a cross-functional pilot that cut team effort 62%. Seeking to bring this blend of proven revenue growth and hands-on AI fluency to a director-level AI marketing role.

AREAS OF EXPERTISE

- AI Marketing Strategy
- Marketing Automation & MarTech
- Integrated B2B/B2C Campaigns
- Demand and Lead Generation
- Revenue and Pipeline Growth
- Change Management
- Paid Media
- AI Enablement & Training
- Team Leadership

PROFESSIONAL EXPERIENCE

Senior Manager, Integrated Marketing & AI Strategy

July 2023 – Present

TruStage

- Lead a 7-person team running 180+ integrated B2B and DTC marketing campaigns a year, with shared ownership of the paid media budget, growing leads 90%.
- Develop demand generation marketing plans tied to pipeline goals, growing sales prospects 297% and improving full-funnel performance 112%.
- Architected TruStage's enterprise AI Marketing Strategy, a roadmap covering all 4 areas of the marketing org: media, strategy, creative, and operations. Evaluated and piloted tools including Claude, Copilot, and ChatGPT.
- Spearheaded a cross-functional marketing AI pilot: 50% of participants increased AI usage to 4-5x/week (from 2-3x), reducing team effort 62% (~3 hrs saved/person/week) and shifting workflows from simple edits to complex strategic deliverables.
- Designed AI enablement frameworks and prompt engineering best practices, and lead recurring training sessions to build AI fluency across the marketing team.

Director of Growth & Performance Marketing

September 2022 – May 2023

Alcatraz AI

- Led global B2B demand generation strategy, growing conversion rates 16%, MQLs 277%, and pipeline through targeted funnel programs.
- Owned marketing operations, automation, paid performance, and analytics in HubSpot, cutting lead-to-MQL time 83% and lead-to-customer time 56% through account-based marketing (ABM) and personalized user experiences.
- Built generative AI content workflows (ChatGPT, Midjourney, Jasper.ai) that saved the team 40 hours/week and accelerated speed to market.
- Redesigned the corporate website, achieving an 8% increase in organic traffic, boosting engagement 6%, 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

- Grew marketing-generated revenue 40% YoY by leading a 13-person team across demand generation, multi-channel B2B campaigns, and sales funnel optimization.
- Directed integrated campaigns across US and EMEA markets, spanning digital, paid search, paid social, third-party trade publications, events, and video.
- Boosted new account creation 57% and cut cost-per-lead 48% YoY through a demand generation strategy built with Sales, Product, and Executive leadership.
- Delivered 107% higher engagement and 72% higher CTR through A/B testing across ABM, SEO, paid search, social, video, and webinars.

Marketing Director

November 2020 – April 2021

MOD Tech Labs

- Built digital marketing strategy, demand generation, and product awareness campaigns for an AI-focused B2B SaaS startup, growing active users 600% and accelerating ROI 124%.
- Developed go-to-market (GTM) strategy for a product rollout, including market assessment, customer research, messaging and positioning, and sales collateral.
- Built marketing automation and lead-nurturing programs, improving landing page conversion rates and user retention.
- Led content strategy across social media, branded content, and SEO for all digital channels.

Senior Brand Marketing Manager

October 2015 – July 2020

Hilton

- Generated \$800M in new online revenue and 90% brand awareness through two of the brand's most successful B2C marketing programs in company history; named Webby Award Finalist.
- Cut media costs 34% and improved key brand metrics 10 points by managing a \$4M ESPN sponsorship strategy.
- Lifted brand consideration 11 points and lower-funnel traffic 6% YoY through data-driven creative strategy on a \$16M annual brand budget.
- Led agency relationships and campaign creative across TV, digital, radio, and print.

Director of Digital Marketing

March 2010 – October 2015

Memphis Tourism

Digital Marketing Manager

July 2006 – March 2010

St. Jude Children's Research Hospital (ALSAC)

EDUCATION & CERTIFICATIONS

Wright State University, Dayton, OH

Bachelor of Science in Business — Finance

University of New Mexico

Data Science and Data Engineering Bootcamp