

MK GETLER

COMPETENCIES

Demand Generation	Public Speaking	International Expansion
Content Marketing	Leadership	Marketing Operations
Marketing Automation	Employee Development	Data Analysis

EXPERIENCE

BIRDEYE | DALLAS, TX – *Director of Demand Generation*

AUGUST 2018 – PRESENT

- Manages a team of 7 marketers across the disciplines of Campaign Management, Paid Advertising, Marketing Automation, Social Media, Content Marketing, Marketing Operations, Partnerships, Content Syndication, and ABM
- Defined and implemented the FY18Q3/Q4 Demand Gen strategy resulting in a record setting performance for both the Marketing and Sales organizations
- Decreased Marketing CAC by ~\$1000 MoM, making significant impact to LTV:CAC
- Devised and executed against a content strategy that led to 44% growth in organic website traffic over 3 months
- Optimized a \$3.6M annual Paid Digital Advertising budget to drive cost-per-opportunity down 37.5% and lead-to-opportunity up 7%
- Project Managed the ideation and implementation of multiple segment-based email nurturing sequences
- Built forecasting and subsequent reporting in SFDC to measure performance against plan
- Leading the Marketing and Sales GTM strategies for international expansion into Australia and New Zealand
- Assisting with the development of Management and Emerging Leader training

TAPCLICKS | BOSTON, MA – *Director People Operations*

JANUARY 2018 – AUGUST 2018

- Acted as strategic partner to the CEO and President to define cultural values and practices
- Coached the executive and senior management team on techniques to develop and motivate high performing teams.
- Implemented roadmap for recruiting processes, cultural initiatives, and performance reviews aimed to source and retain top tier talent.

HUBSPOT | CAMBRIDGE, MA & SYDNEY, AUSTRALIA

DECEMBER 2013 - JANUARY 2018

- *Global Program Manager, May 2016 - January 2018*
- *Services Marketing Trainer, December 2015 - May 2016*
- *APAC Team Lead & Marketing Consultant, February 2015 - December 2015*
- *Founder, Premier Marketing Consultant, October 2014 - February 2015*
- *Senior Marketing Consultant, eCommerce, December 2013 - October 2014*
 - Ranked #1 in monthly and quarterly performance metrics from February 2014 December 2015. Top performance yielded 5 promotions within 3 years.
 - Lead a team of 6 in Sydney, AU to establish the Customer Service organization for ANZ.
 - Managed and scaled HubSpot's Global internal Marketing Programming across the 7 global offices in Cambridge, Portsmouth, Dublin, Berlin, Singapore, Tokyo, and Sydney
 - Piloted the APAC Corporate Marketing Consulting Team in Sydney, AU.
 - Founded the Premier Services Team, a high-touch, advanced tactical marketing initiative for strategic accounts
 - 2014 & 2016 INBOUND Speaker. Frequently requested for public speaking engagements including AMADC, International Grow with HubSpot, International HubSpot User Groups, the New England School of English, and Four Days of Facebook.
 - Developed high potential individual and management training programs.
 - Consulted and developed the marketing strategy for over 500 HubSpot customers in 9 different countries.

MEDIA PROGRAM NETWORK | GLOUCESTER, MA - Client Marketing Manager

JULY 2012 - AUGUST 2013

- Defined all KPIs for digital marketing strategy resulting in a net increase of 153% in MQLs YOY.
- Drove a decrease in CAC from \$25 lead to \$5 per lead YOY.
- Developed customer retention programming that drove customer churn down to 2.3%

STARBUCKS COFFEE COMPANY | BOSTON, MA - General Manager

SEPTEMBER 2005 - JANUARY 2012

- Managed \$350 million in annual revenue at Starbucks' most profitable Boston location
- Exceeded revenue performance goals regularly by 3.5% to plan
- Managed as many as 30 employees per branch across 7 locations over 5 years
- Drove all retail locations to the top 5% for revenue targets and customer satisfaction
- Completed MBA equivalency through Starbucks Leadership and Management Program

AWARDS & RECOGNITION

2010 SILVER MEDALIST | Masters, Woman's 4s - Royal Canadian Henley Regatta

2010 SILVER MEDALIST | World Floorball Federation - Canadian Cup

2011 MVP, GREATER BOSTON | Starbucks Coffee Company

2014, 2015, 2016 HUBSPOT CHAMPION AWARD RECIPIENT | HubSpot, INC.

2017 PARADE MARSHAL | Boston Pride Parade

2019 BRONZE MEDALIST | Gay Kickball - World Series