

BRANDON OLANDER

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PROFESSIONAL SUMMARY

Global demand generation and GTM leader with 15+ years building the programs, systems, and operating models that connect marketing investment to pipeline and revenue. Expertise spans ABM, integrated campaign strategy, lifecycle marketing, PLG motion design, and marketing operations — with a consistent track record of owning the full arc from strategy through execution across B2B SaaS and enterprise environments. Strongest in complex, cross-functional roles where ambiguity is high and the expectation is to build clarity, not just execute plans.

CORE COMPETENCIES

Demand Generation & ABM · PLG Motion Design · Global Campaign Programs · Lifecycle Marketing · Marketing Operations · GTM Strategy & Planning · Cross-functional Stakeholder Alignment · Pipeline Reporting & Attribution · Pardot / Marketo / HubSpot · Salesforce · Tableau · Google Analytics

EXPERIENCE

Global Digital Campaign Manager | **Infoblox** | Greater Seattle Area Jan 2025 – Present

Senior contractor — global demand gen programs and PLG initiative build

- Own end-to-end global digital demand generation programs across 3+ regions, translating business priorities into integrated campaign plans that span paid media, web, content syndication, nurture, and email.
- Co-leading PLG motion design from the ground up alongside senior leadership — contributing to operating model definition, PQL framework design, and GTM architecture for Infoblox's product-led growth initiative.
- Serve as cross-functional connective tissue across demand gen, brand, web, campaign ops, marketing operations, analytics, and product marketing — reducing execution risk by surfacing dependencies and aligning teams to shared pipeline goals.
- Drive campaign performance through structured launch readiness, measurement discipline, and continuous optimization across channels; build reporting frameworks that tie activity to business outcomes.

Digital Engagement Leader | **KnowledgeLake** | Remote Apr 2023 – Feb 2024

- Increased lead generation 60% through redesigned integrated campaign strategy across SEO, SEM, email, and event-driven programs; contributed to a 45% increase in market presence.
- Designed and deployed HubSpot lead nurture workflows that improved MQL-to-SQL conversion rates by 15% from trade show and webinar audiences.
- Led competitive analysis and performance measurement programs to improve marketing agility and campaign targeting precision.
- Managed event and tradeshow marketing execution, aligning demand programs to audience engagement and pipeline development goals.

Commercial Real Estate Marketing Strategist | **Brookfield Properties** | Chicago, IL Sep 2022 – Jul 2023

- Led flagship B2B demand initiative that generated \$2.5M in new revenue — increasing qualified lead volume 40% through integrated funnel strategy across inbound, outbound, and lifecycle channels.
- Drove 37% increase in organic traffic through SEO and SEM strategy using Moz and SEMrush; improved digital visibility and channel performance across core B2B audiences.
- Built personalized email and SMS programs that increased repeat purchase rates 15% through stronger audience segmentation and targeting.
- Generated 700+ qualified leads by improving funnel strategy and aligning inbound and outbound marketing efforts across the sales cycle.

SaaS Marketing Director | **CData Software** | Raleigh-Durham, NC (Remote) Jan 2022 – Jan 2023

- Rebuilt enterprise ABM and demand gen programs from the ground up — driving a 30% increase in SQLs and 15% pipeline growth within six months of joining.
- Scaled the addressable marketing database 6x — from 50K to 320K contacts — by redesigning lead management, audience segmentation, and nurture sequencing in Pardot and Salesforce.
- Built and implemented a new lead flow process with defined MQL and SQL criteria, contributing to a 5% increase in sales close rates by improving funnel visibility and marketing-sales handoff quality.

- Overhauled Pardot and Salesforce architecture end-to-end: lead scoring, grading, per-market and per-product segmentation, and tracking.
- Strengthened executive and partner alignment through data-driven planning; drove 25% increase in product adoption across partner-related programs.

Marketing Operations & Channel Attribution Manager | **Nintex** | Bellevue, WA Jan 2021 – Dec 2021

- Accelerated pipeline velocity 20% in 90 days by rebuilding funnel analysis, attribution reporting, and marketing-to-sales execution alignment across a global enterprise software GTM motion.
- Drove 700+ qualified B2B leads through integrated demand campaigns combining ABM, digital marketing, and outbound SDR collaboration.
- Managed cross-functional coordination across marketing, sales, GTM ops, and external agencies — improving campaign effectiveness and operational clarity across global program execution.
- Strengthened attribution and reporting discipline; built measurement frameworks that improved decision-making across channel and campaign investment.

Demand Generation Architect | **Grazitti Interactive** | Seattle, WA 2019 – 2021

Contracted to AWS B2B Tech Marketing Solutions Team

- Architected and managed 50+ webinar programs — scaling on-demand content engagement from 50K+ live attendees to 5,000–10,000 weekly VOD requests.
- Designed interactive AWS Certifications experience that drove a 70% increase in web traffic through UX, content architecture, and mobile-first execution.
- Directed newsletter and content programs reaching 1–2 million contacts; developed the Multi-Event Registration Hub now supporting 360+ webinars annually for the AWS partner ecosystem.
- Developed CX and data unification strategy for a major cloud enterprise client, increasing lead-to-conversion rate 40% through informed sales response and digital demand integration.
- Led rapid-iteration, split-testing, and lean marketing alignment across marketing, sales, and customer success in 3 countries; built multi-touch attribution model with 30% improvement in acquisition-to-nurture rate.

Legal Tech Data & Automation Manager | **Avvo** | Seattle, WA 2017 – 2019

- Led marketing data and automation programs to improve campaign execution, audience management, and operational reliability across customer engagement and retention initiatives.
- Connected campaign activity, automation workflows, and reporting to improve visibility into program effectiveness and support lifecycle goals.
- Helped build a more scalable marketing foundation by combining technical systems thinking with practical business execution.

Demand Generation & Marketing Operations Leader | **Auth0** | Seattle, WA 2015 – 2017

High-growth cloud identity security company (acquired by Okta, 2021)

- Built and scaled demand generation programs during a high-growth phase — supporting pipeline development across digital channels, lifecycle motion, and marketing operations.
- Improved campaign execution and reporting by strengthening marketing systems, process discipline, and data foundations to support rapid company growth.
- Aligned marketing and sales stakeholders on lead management, funnel performance, and GTM execution in a competitive cloud security market.

Sr. Marketing Operations Specialist | **Centric Consulting** | Jan 2012 – Sep 2015

Demand Generation Manager | **Marchex** | Seattle, WA Jan 2009 – Dec 2011

EDUCATION

A.A.S., Mechatronics, Robotics & Automation Engineering — Shoreline Community College | *In progress*

A.A.S., Manufacturing Engineering — Shoreline Community College

B.S. Computer Engineering (coursework) — University of Wisconsin–Superior

Marketing & Consumer Behavior — University of Minnesota

TOOLS & PLATFORMS

Marketing Automation: Pardot, Marketo, HubSpot, Salesforce Marketing Cloud

CRM & Analytics: Salesforce, Tableau, Google Analytics, SEMrush, Moz

Paid & Digital: Google Ads, LinkedIn Ads, paid social, SEM/SEO, content syndication

Platforms & Ops: Monday.com, Asana, Outreach, Drift, 6sense, Demandbase