

Andrew Riker

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A growth marketing leader with over 14 years with both B2B and B2C, building and refining strategies that reach intended audiences leveraging marketing & customer data, while connecting outputs to business metrics.

Experience

Robin - Boston, MA, Hybrid - B2B SaaS Workplace Experience Platform **June 2023 - November 2023**

Director of Demand Generation / Manager

- Managed a team of 3, growing awareness and affinity through channel, partner and customer marketing
- Led relationships with marketing, sales, product marketing, and CS to identify growth opportunities for users
- Improved pipeline generation by 21% QoQ in growth channels, and cut spend in underperforming areas
- Collaborated tightly with RevOps to improve visibility in GTM funnel, improving pipeline velocity and data accuracy
- Improved PLG self-service and sales-led growth, increasing hand-raisers MoM and # of active users
- Developed global 2024 digital marketing strategy, including planning a \$3MM budget across all digital channels

Demand.io – LA, California, Remote – B2C Commerce Platform

January 2023 - March 2023

Director of Search / IC

- Created a full search strategy that led toward 70% growth of audiences through optimization (10M+ monthly users)
- Leveraged AI tools to fuel a comprehensive content strategy, targeting both B2B and B2C audiences in search
- Drove a product-led search focus to improve discovery and affinity, increasing the engagement of active users
- Increased user signups by 24% in Q1

BrightEdge – Remote – Enterprise B2B SaaS SEO Platform

January 2022 - December 2022

Head of Digital Marketing / Manager

- Manage organic and paid search, website content, webinars and user groups, social, and ABM programs
- Increase traffic growth by 45% YoY by optimizing existing + new content, aligning content to our targeted personas
- Improve MQL quality, achieving two highest MRR months in history through content strategy & better targeting
- Collaborate with Product Marketing on GTM strategies including G2, TrustRadius, and Gartner comparison sites
- Worked cross-functional leads in customer, product, and sales to improve website optimization and relevancy to ICPs
- Tailor content strategy around personas and intent models, leveraged by 6sense ABM for acquisition and retention
- Provide external thought leadership with regular search-news curation, present at internal product user groups and prospecting webinars, as well as mentor writers, developers, sales, and customer success on digital best practices

Velir – Somerville, MA – B2B/C Digital Experience & Development Agency

November 2018 - December 2021

Director of SEO / Manager - May 2019 - December 2021

- Built SEO offering at Velir from the ground up at a website development agency, created processes and deliverables, and executed client strategies that led to over \$50k MRR and increased retention of clients in service
- Lead all SEO initiatives for Velir including cross-team COE, awareness, education, and scaling practice
- Consulted on sales opportunities via RFPs and inbound, creating SOWs for multi-year contracts

Analytics Manager - November 2018 - May 2019

- Managed 3 analysts, mentoring, and growing practice to be responsive to emerging data trends
- Strategized and presented advanced measurement plans to meet digital goals of websites

Agital (FKA EXCLUSIVE) – Burlington, MA – B2C Marketing Agency

March 2014 - January 2018

Business Intelligence Manager (1yr) & SEO Service Manager (3yr)

- Managed and mentored an SEO team of 11, growing practice by 40% over 2 years
- Helped develop a SaaS product for reporting marketing KPIs, zero to \$50k in MRR
- Developed integrated marketing campaigns that spanned cross-channel, enabling sales, and reported via Looker

Full employment history on LinkedIn

Skills

Expertise: Marketing Analytics, Demand Generation, SEO, Paid Search, CRO, ABM, Social, Content Marketing, Digital Events, Revenue Marketing, Servant Leader, Educator, Product-led growth, Customer Insights, Budgeting & Forecasting
Softwares: Looker, Facebook/Google/LinkedIn Ads, Marketo, Eloqua, 6sense + Terminus ABMs, Chorus, Notion, Figma, AI (ChatGPT), Moz, SEMRush, BrightEdge, Ahrefs, Google Analytics + GTM, TrustRadius, G2, HotJar, SiteImprove, Screaming Frog, BrightEdge, Cision, Asana Suite, WordPress, Salesforce, HubSpot, Drupal, Monday, JIRA