

Name: Liam Carter

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Profile Summary: Performance-driven marketing professional with 9 years in SaaS marketing, PPC management, and client relationship management. Expert in optimizing customer journeys.

Academics: MBA in Marketing, Columbia University (2016) BBA in Management, NYU Stern School of Business (2013)

Certifications: HubSpot Growth-Driven Design, Google Analytics Expert

Experience: Senior Marketing Strategist at CloudBridge Inc. (2018–Present) Digital Marketing Executive at SkyEdge (2015–2018)

Projects: 1. Designed ABM strategy generating \$5M in new pipeline revenue. 2. Revamped website content leading to 30% conversion growth.

Achievements: • Recognized among 'Top 100 SaaS Marketers in North America' (2023). • Speaker at GrowthHackers Conference 2022.

Hobbies: Basketball, podcasting, cooking