

# TAYLOR EDGINTON

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Versatile marketing leader bringing 9 years of experience in startup and B2B SaaS environments. Specialized in product launches, coaching, and multi-channel campaigns.

## EXPERIENCE

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### Marketing Director, Pingman Tools

March 2022 – July 2023

- Lead the acquisition of 420+ new SaaS customers and \$81K+ MRR.
- Generated 1.1K+ inbound leads through website, upsell, and tradeshow channels.
- Improved conversion rates with value-oriented messaging, A/B testing, and email marketing.

### Operations Director, Pingman Tools

January 2019 – March 2022

- Lead a 12-person company through COVID with 100% retention while growing revenue by 40% YOY and increasing headcount.
- Managed the launch of a new SaaS product and acquired early adopter customers while maintaining existing revenue streams.
- Catalyzed a culture of empowerment through the application of the Entrepreneurial Operating System and Accountable Teams.

### Sales & Marketing Director, NoPileups

January 2017 – January 2019

- Grew a first-to-market SaaS product from \$5K to \$50K+ MRR and successful acquisition.
- Defined brand strategy and directed the creation of all website, print, email, direct mail, presentation, and video assets.
- Generated awareness among ~2/3rds of the target market through media and tradeshow campaigns.

### Marketing Manager, Nessoft

July 2014 – January 2017

Generated \$100K+ in new revenue with email marketing. Influenced and executed new product and rebranding campaigns. Implemented responsive design and converted website to Drupal.

### Campaign Coordinator, The University of Idaho

September 2011 – December 2013

Engaged thousands of prospective students through email and direct mail campaigns. Managed registration and attendance tracking system for recruitment events. Trained admissions staff on Talisma CRM concepts and usage.

## SKILLS

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Leadership (strategy, coaching, storytelling), Marketing (brand, value-messaging, analytics), Web development (HTML, CSS, JS, PHP), Data analytics (Python, Plotly, Tableau), CRM administration (Zendesk, Zoho, Talisma),

## EDUCATION

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### Vistage, Key Group Member

September 2018 – August 2023

- 5 years of leadership training and development.
- Studied MBA-level topics like strategic planning, business culture, finance, and group dynamics.

### Leaders Who Coach, Certificate

June 2016 – July 2016

- 6+ years of coaching in the workplace.
- Improved listening, management, and leadership skills.

### The University of Idaho, BS Marketing

August 2007 – May 2011

- Minor in statistical analysis.
- Winner of elevator and startup pitch competitions.