

TAYLOR EDGINTON

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Leader of marketing teams. Builder of brands & products. Campaign architect and wizard of content creation, analytics, & web development. Established product-market-fit and scaled customer bases for two B2B startup products, generating millions in business value and positively impacting dozens of team members along the way.

EXPERIENCE

Marketing Director, Pingman Tools

March 2022 – July 2023

- Added \$250K in sales pipeline value and activated \$35K MRR through self-serve channels, created the marketing plan, and led a team of 4 creative, sales, & operations people to establish traction with a new customer segment.
- Doubled inbound lead generation with digital and tradeshow campaigns, directed production with creative briefs & one-to-one coaching, and managed the completion of all deliverables on budget and according to schedule.
- Increased trial signup conversion rates by 75% with A/B testing & UX enhancements, effectively configured Matomo analytics, and successfully migrated www.pingplotter.com from Drupal to JAMstack.
- Converted 20% more trial customers by automating lead nurture campaigns, integrated Zendesk CRM, website, Fastspring, & MailChimp with Zapier, and informed stakeholders with notifications and reports.

Operations Director, Pingman Tools

January 2019 – March 2022

- Grew top-line revenue by 40% year-over-year by launching new products and capitalizing on remote work trends, directed go-to-market campaigns, and coordinated efforts of marketing, sales, customer, and product teams.
- Retained 100% of team members while growing headcount during the COVID lockdowns, maintained communication & community after pivoting to remote operations, and successfully onboarded 3 new hires.
- Created strategic plans with tools from the Entrepreneurial Operating System, collaborated with department leaders, identified key performance indicators and produced weekly reports for the leadership team.
- Operated business according to financial goals, produced monthly P&L reports, forecasted revenue & expenses, suggested course corrections to the CEO, and managed cash flow.

Sales & Marketing Director, NoPileups

January 2017 – January 2019

- Established a new product category and consistently grew customer base until the startup was acquired by DRB systems, managed a team of 7 creative, sales, and implementation people.
- Created a multi-million dollar brand and achieved awareness among 80% of the target market, expanded capabilities through agency partnerships, and directed production of graphic, email, website, video, written, & photo assets.
- Accelerated customer acquisitions by overcoming objections and enhancing sales operations, expanded the sales capacity with 3 new hires, and improved consistency with individual coaching, call scripts, & talking point sheets.
- Engaged prospective customers online by creating a website with Drupal CMS, integrated lead generation forms with Zoho CRM, and configured the content management system for support and creative staff.

Marketing Manager, Nessoft

July 2014 – January 2017

- Reinvigorated a mature brand and grew top-line revenue by 45% year-over-year, partnered with a digital agency on a rebranding campaign, and introduced subscription products and paid upgrades.
- Increased self-serve conversion rate by 20% with value-oriented messaging, revamped website implementing user experience improvements and responsive design.
- Engaged customers and generated sales with email marketing, segmented customer database and produced mailing lists, developed consistent HTML emails, and ran quarterly new version release campaigns.

Campaign Coordinator, University of Idaho

September 2011 – December 2013

- Engaged thousands of prospective students through email and direct mail campaigns, developed consistent HTML emails, and produced segmented performance reports for upper management.
- Managed recruitment event registration and check-in systems while providing pre-event signup and post-event attendance reports to the executive team.
- Enhanced operational efficiency and team morale with technology training programs, conducted group & individual teaching sessions, and created documentation & educational materials.

SKILLS

Leadership (coaching, public speaking, storytelling), Marketing (branding, integrated campaigns, analytics), Web development (HTML, CSS, JS, PHP), Data analytics (Python, Plotly, Tableau), CRM administration (Zendesk, Zoho, Talisma)

EDUCATION

Vistage, Key Group Member

September 2018 – Current

- Improved leadership effectiveness by enhancing listening, mindfulness, and problem-solving skills.
- Studied advanced topics including strategic planning, business culture, finance, and group dynamics.

Leaders Who Coach, Certificate

June 2016 – July 2016

- Acquired the skill for empowering others with the tools required to succeed independently.
- Actively practiced coaching in the workplace since graduation.

University of Idaho, BS Marketing

August 2007 – May 2011

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