

Jeffrey Mutchnik

Demand Generation Manager

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SKILLS

Demand Generation

- Pipeline Development
- Account-Based Marketing
- Lead Generation (MQL/SQL)
- Campaign Strategy
- Conversion Optimization
- Revenue Operations

Digital Marketing

- SEO/SEM Strategy
- Email Marketing
- Paid Media (LinkedIn, Google)
- Content Marketing
- Marketing Analytics
- Event Marketing

Technical

- Marketing Automation
- CRM Administration
- HTML/CSS/JavaScript
- SQL & Python
- Data Analysis & Dashboards

TOOLS

- HubSpot (Marketing, Sales, Service)
- Salesforce / Pardot
- ZoomInfo / 6Sense / Bombora
- LinkedIn Campaign Manager
- Google Analytics 4 / Search Console
- Google Ads (Search & Display)
- SEMrush / Ahrefs
- WordPress / Webflow
- Jira / Asana / Monday.com
- ChatGPT / Claude / Cursor

EDUCATION

University of Denver

- BA, Emergent Digital Practices
Minors: Marketing, Studio Art
Dean's List / 2018

CERTIFICATIONS

- HubSpot Marketing Software (3x)
- Google Digital Marketing & E-Commerce
- Google AI Essentials
- ZoomInfo MarketingOS
- Google Ads (Search & Display)

SUMMARY

Demand generation leader with 8+ years driving measurable pipeline growth for B2B healthcare technology companies. Track record as **first marketing hire at 3 startups**—achieving 10x ARR growth through multi-channel campaigns, ABM strategy, and conversion optimization. Generated **\$20M+ qualified pipeline** through integrated campaigns across paid, organic, and email channels. HubSpot and Salesforce expert.

PROFESSIONAL EXPERIENCE

Demand Generation Consultant | Self-Employed

2023 - Present

Demand generation consulting for B2B healthcare technology companies.

- Developed go-to-market campaign strategy for Ambience Healthcare (AI medical scribe), generating **150+ MQLs** and contributing to **\$2.5M ARR** within 30 days of product launch
- Advising multiple early-stage startups on ABM strategy, campaign execution, and funnel optimization
- Developed home automation systems and technical projects building fluency in Python, API integration, and modern development workflows
- Leveraging AI tools (ChatGPT, Claude, Cursor) for content creation, campaign optimization, and workflow automation

Marketing Technology Manager | American Academy of Sleep Medicine

Oct 2023 - Apr 2025

- Drove **1,200% YoY increase** in webinar registrations through automated nurture campaigns, targeted email sequences, and multi-channel promotion
- Managed email marketing program for **13,000+ member** professional association across 10 brand properties, optimizing for engagement and conversion
- Rebuilt 8+ websites with optimized conversion paths, integrating HubSpot forms and Shopify e-commerce for improved lead capture
- Engineered sophisticated **revenue attribution system** enabling granular ROI tracking across digital touchpoints
- Achieved record-breaking revenue and attendance for annual SLEEP conference through integrated demand generation campaigns
- Managed team of 3 specialists while implementing comprehensive SEO strategy improving organic visibility across all properties

Senior Marketing Manager | PatientIQ

Jul 2020 - May 2023

- First marketing hire;** built demand generation engine from scratch, scaling from 0 to **50 MQLs per month** with repeatable processes
- Generated **44% of company pipeline** (\$6M ARR) through integrated ABM strategy combining intent data, paid media, and personalized outreach
- Drove **10x ARR growth** (\$300K to \$3M) through multi-channel campaigns: AAOS 2023 (130 MQLs, \$2.1M pipeline), LinkedIn (55 MQLs, \$500K pipeline)
- Rebuilt website on **Webflow** achieving **235% traffic increase**; contributed to **\$20M Series B** through pipeline generation
- Trained entire organization on HubSpot CRM; developed documentation and onboarding materials for sales, marketing, and customer success
- Created co-marketing program with customers for testimonial videos, webinars, case studies, and conference speaking opportunities

Creative Director & Marketing Manager | cliexa

May 2017 - Jul 2020

- First marketing hire;** established demand generation strategy and full-funnel marketing infrastructure from the ground up
- Achieved **826% organic traffic growth** and **4,350% lead capture increase** through SEO and multi-channel campaign execution
- Developed co-marketing programs with American College of Cardiology and Microsoft Healthcare, expanding reach and credibility
- Denver Startup of the Year finalist (2019);** ACC Innovation Challenge finalist through strategic brand positioning
- Executed integrated multi-channel campaigns spanning web, email, social media, paid advertising, video, and print