

## **Mark B. Beasley**

Executive Marketing Professional | Growth & Digital Strategy Leader  
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### **Summary**

Data-driven Executive Marketing & Growth Leader with a track record of designing scalable strategies that deliver distinguishable impact. Generated 6.5:1 ROI on multimillion-dollar programs, driving \$150M+ incremental revenue and \$20M in cost savings within two years. Known for executive-level engagement, precision personalization, and cross-functional leadership that accelerates growth and strengthens competitive positioning.

### **Core Skills & Certifications**

Digital Marketer Nano Degree • B2C & B2B Marketing Expertise • ABM & DB Demand Gen • Paid Media Strategy • SEO & SEM Optimization • Martech Integration • Project Management (PMP) • Vendor Management • SQL • Snowflake • Tableau • Google Analytics & Ads Certified • Power BI • Salesforce • Eloqua • Adobe Analytics • Monday • Asana • SEMrush • SEOmoz • Screaming Frog • Jira • Agile • Microsoft Office Suite • LinkedIn Campaign Manager • AI Blackbelt Certified

### **Professional Experience**

#### **AT&T Cybersecurity | LevelBlue**

Marketing & Advertising Director | 2020 – Present

Lead global strategy, execution, and measurement of omnichannel marketing programs across Paid Search, Paid Social, Display, Retargeting, Email, Content Syndication, and Media Buys. Partner with executive leadership to align marketing strategy with growth goals, compliance requirements, and revenue targets.

- 6.5:1 ROI on marketing investments, exceeding B2B industry benchmarks for cybersecurity demand generation.
- 40% YoY growth in qualified leads; CPL ↓ 25%
- +15% lift in MQL→SQL conversion rate YoY
- Channel breakthroughs: LinkedIn CTR ↑ 35%, Google Ads CPL ↓ 20%
- Executed platform migration in less than 60 days with advanced scoring & real-time validation
- Delivered dashboards reducing reporting time by 50%, improved budget agility

#### **AT&T Inc.**

Senior Leadership Roles | 2013 – 2020

Held various leadership roles across AT&T SEO/SEM strategy, AT&T digital marketing, and AT&T Digital Life market intelligence teams, driving \$150M+ revenue growth from 2B+ impressions and 18M+ clicks. Achieved industry-leading efficiency with CTRs peaking at 1.8% and CPC as low as \$0.28, setting performance benchmarks across campaigns. Directed \$10M+ annual budgets and orchestrated multi-agency teams to deliver thousands of high-performing omnichannel campaigns.

#### **Group O Consulting**

Vice President, Business Development | 2011 – 2013

Led strategic initiatives delivering \$20M in annual savings while managing \$500M in client business revenue. Oversaw marketing optimization and direct mail programs for AT&T and Fortune 500 clients.

## **AT&T Inc.**

Lead Manager | 1992 – 2011

Held progressively senior roles in Ecommerce, Marketing, and Program Management. Spearheaded digital marketing initiatives generating \$50M+ in revenue, led award-winning sales centers, and built enterprise-wide digital tracking platforms.

### **Leadership Impact**

**Executive Influence:** Regularly provided actionable intelligence and ROI projections to C-level executives and boards to make high-impact strategic decisions.

**Cross-Functional Leadership:** Led internal and external teams across marketing, sales, product, analytics, accounting, and legal.

**Revenue & ROI Impact:** Drove global growth marketing programs informed by deep analytics, producing market leading ROI and accelerating customer acquisition and retention.

**Market Strategy:** Built and operationalized addressable market segmentation, ABM programs, and consent-driven targeting frameworks that accelerated pipeline growth.

**Martech Innovation:** Spearheaded martech transformation through platform integration and dashboard development, improving intelligence for optimizing performance.

### **Education**

University of Florida – B.S. Business Administration (Management) Western International

University – MBA (Marketing) University of Phoenix Arizona – BASc, Marketing Management Georgia

Institute of Technology – Nanodegree, Certified Digital Marketer