# Mark B. Beasley

Digital Marketing & Product Strategy Leader

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# Professional Summary

Data-driven Marketing and Product Strategy Leader with 10+ years of experience leading omnichannel campaigns, developing digital platforms, and delivering measurable business impact. Expert in cross-functional team leadership, consent and compliance strategy, paid media optimization, and customer data personalization. Proven success developing business cases, leading martech innovation, and driving $20M+ in incremental revenue.

# Skills Summary

Certified Digital Marketer • B2C & B2B Marketing • ABM & DB Demand Gen • Paid Media Strategy • Consent & Compliance Governance • Customer Segmentation • SQL • Snowflake • Tableau • Business Case Development • Executive Storytelling • CRM & CLM • SEO & SEM Optimization • Cross-functional Leadership • Martech Integration • Project Management (PMP) • AI Black Belt Certified

# Professional Experience

## AlienVault | AT&T Cybersecurity | LevelBlue Cybersecurity

### B2B Paid Media – Associate Director (2020 – Current)

Owns end-to-end strategy, execution and performance of paid media across Paid Search, Paid Social, Display, Retargeting, Email, and Media Buys. Collaborates across Marketing, Product, Content, Analytics, and Legal to ensure alignment on strategy, targeting, compliance, and measurement.  
- Led segmentation strategy for ABM and retargeting, tailoring messaging based on behavioral signals and customer preferences.  
- Partnered with legal and analytics teams to ensure campaigns adhered to consent and compliance standards.  
- Developed dashboards tracking KPIs such as opt-in rates and conversions for executive leadership reviews.  
- Presented business cases for new martech investments and campaign initiatives, supporting $26M+ in influenced deal value.

KPI Highlights:

• 2023: 65M+ Imps, 550K+ Clicks, $1.3 CPC, 125K+ Leads, $79 CPL, $26M+ Deal/$

• 2024: 39M+ Imps, 295K+ Clicks, $0.89 CPC, 68K+ Leads, $99 CPL, $23M+ Deal/$ (with 48% budget cut)

## AT&T Inc.

### SEO/SEM Analyst – Lead Manager (2018 – 2020)

Managed SEO/SEM strategies and campaign execution for Prepaid and Support lines. Integrated CCPA/GDPR tagging for compliance.  
- Partnered with content and engineering to evolve tracking architecture and enhance organic + paid visibility.  
- Defined SEO/SEM KPIs and delivered reports with actionable insights to improve performance.

### Digital Marketing and Advertising – Lead Manager (2017 – 2018)

Led omnichannel campaigns driving 2B+ impressions and $150M+ in sales/savings. Developed campaign measurement frameworks and targeting strategies.  
- Created executive-level dashboards to inform performance reviews and optimize campaigns.  
- Collaborated with data privacy and martech teams to build compliant cross-channel data flows.

### Market Intelligence and Strategy – Senior Manager (2013 – 2017)

Developed market intelligence for AT&T Digital Life. Created competitive and SWOT analyses for strategic planning.  
- Presented insights to executive leadership, supporting key GTM decisions.

## Group O Consulting

### Vice President, Business Development (2011 – 2013)

Led strategic initiatives that delivered $20M in annual savings and managed $500M in business revenue.  
- Built marketing optimization and direct mail programs serving AT&T and other Fortune 500 clients.

## AT&T Inc. (1992 – 2011)

### Various Senior Leadership Roles in Ecommerce, Marketing, Call Centers, and Program Management

Held progressively senior roles overseeing digital marketing, ecommerce innovation, customer acquisition, and contact center operations.  
- Drove initiatives generating $50M+ in revenue and led award-winning sales centers.  
- Built and deployed enterprise-wide platforms supporting digital performance tracking and transformation.

# Education

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

Western International University – MBA (Marketing)

Georgia Tech – Nanodegree, Certified Digital Marketer

# Technical Tools & Certifications

SQL • Tableau • Snowflake • Google Analytics & Ads Certified • Power BI • Salesforce • Eloqua • Adobe Analytics • SEMrush • SEOmoz • Screaming Frog • Jira • Agile • Microsoft Office Suite • LinkedIn Campaign Manager • AI Black Belt Certified