Mark B. Beasley

Executive Marketing Professional | Growth & Digital Strategy Leader

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# Summary

Dynamic Marketing & Growth Leader with 20+ years of experience developing and executing complex go-to-market strategies across B2B and B2C programs. Proven record of delivering a **6.5:1 ROI** on multimillion-dollar marketing investments, exceeding incremental revenue goals, and leading cross-functional teams across marketing, sales, product, analytics, and legal. Skilled at driving growth through addressable market strategies, ABM, consent-driven personalization, and advanced analytics. Recognized for executive-level engagement and building scalable marketing infrastructures that accelerate revenue growth, improve compliance, and strengthen competitive position.

# Skills Summary & Certifications

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

# Leadership Impact

* Growth & ROI – Designed and executed global growth marketing strategies delivering 6.5:1 ROI, even under budget constraints.
* Executive Engagement – Regularly brief CEOs, CMOs, and boards with actionable ROI, market intelligence, and strategic recommendations.
* Cross-Functional Leadership – Led internal and external teams across marketing, sales, product, analytics, and legal.
* Market Strategy – Built addressable market segmentation, ABM programs, and consent-compliant targeting that scaled pipeline growth.
* Martech Innovation – Drove adoption of new platforms and dashboards that improved executive decision-making and campaign compliance.

# Professional Experience

## AlienVault | LevelBlue (formerly AT&T Cybersecurity)

Marketing & Advertising Leader | 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.

## AT&T Inc.

Various Leadership Roles | 2013 – 2020

Held senior roles in Digital Marketing, SEO/SEM Strategy, and Market Intelligence. Delivered $150M+ in sales/savings through omnichannel campaigns, integrated CCPA/GDPR compliance across platforms, and created competitive analyses that shaped go-to-market strategies. Built executive dashboards and reporting frameworks driving optimization across marketing investments.

## 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.

Senior Leadership Roles | 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.

# 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