

Kaitlyn O'Connell

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SUMMARY

Strategic digital marketing leader with a proven track record of developing and executing B2B demand generation strategies that drive pipeline growth and enhance the digital buyer journey. Skilled in leading high-performing teams, managing agency partnerships, and creating ABM programs that deliver measurable business impact.

SKILLS

ABM Strategy	HubSpot	Paid Advertising / PPC
Budget Management	Lead Scoring	Project Management
Data Analysis	Live Chat	Salesforce
Demandbase	Marketing Automation	SEO
Digital Marketing Strategy	Navattic	Team Leadership and Development
	OptinMonster	Website Optimization / GA4

PROFESSIONAL EXPERIENCE

Manager of Digital Strategy

June 2021 - May 2025

Motus | Remote

- Spearheaded the digital marketing strategy, driving consistent MoM pipeline and bookings growth with a 27% win rate.
- Managed web and marketing agencies to optimize SEO, UX, paid advertising, and ABM performance.
- Developed high-impact demand generation programs through cross-functional collaboration.
- Aligned marketing with sales goals, achieving a 38% MQL-to-Opportunity conversion rate on inbound leads.
- Partnered with RevOps to ensure data accuracy, seamless lead routing, and workflow optimization.
- Led a digital team of two, fostering growth and executing cohesive marketing strategies.
- Increased the SMB team's average deal size by 57% YoY, 2023 vs 2024.
- Promoted from Demand Generation Specialist to Manager in April 2023.

Digital Marketing Specialist

June 2018 - June 2021

Allianz Trade North America | Owings Mills, MD

- Executed the digital marketing strategy for the US and Canada, driving lead generation and brand awareness through SEO, PPC, and website optimization.
- Managed regional websites for the US, Canada, and Brazil, enhancing site architecture, content, and functionality to improve SEO and user experience.
- Collaborated with a marketing agency to refine SEO and PPC strategies, increasing online visibility and performance.
- Oversaw the relaunch of regional websites to align with new branding, improving user engagement and consistency across platforms.
- Developed and executed social media strategies across LinkedIn, Facebook, Instagram, YouTube, and Twitter, supporting employer branding and recruitment initiatives.
- Created landing pages, promoted events, and coordinated with international digital teams to align regional marketing efforts.
- Promoted from Digital Marketing Coordinator in August 2019.

Marketing Assistant

March 2017 - June 2018

RDA Corporation | Hunt Valley, MD

- Supported the Marketing Director in executing overall marketing strategy, focusing on campaign execution and lead generation.
- Planned and organized events, including the creation of booth materials, to enhance pipeline development.
- Managed sales support materials for accuracy and relevance, creating new content as necessary.
- Developed and maintained digital assets, including website content, social media accounts, email campaigns, and landing pages to optimize engagement and SEO effectiveness.

EDUCATION

Bachelor of Arts in Corporate Communication & Marketing, Minor in Commercial Design
Lycoming College

Masters in Management, concentration in Marketing
UMGC