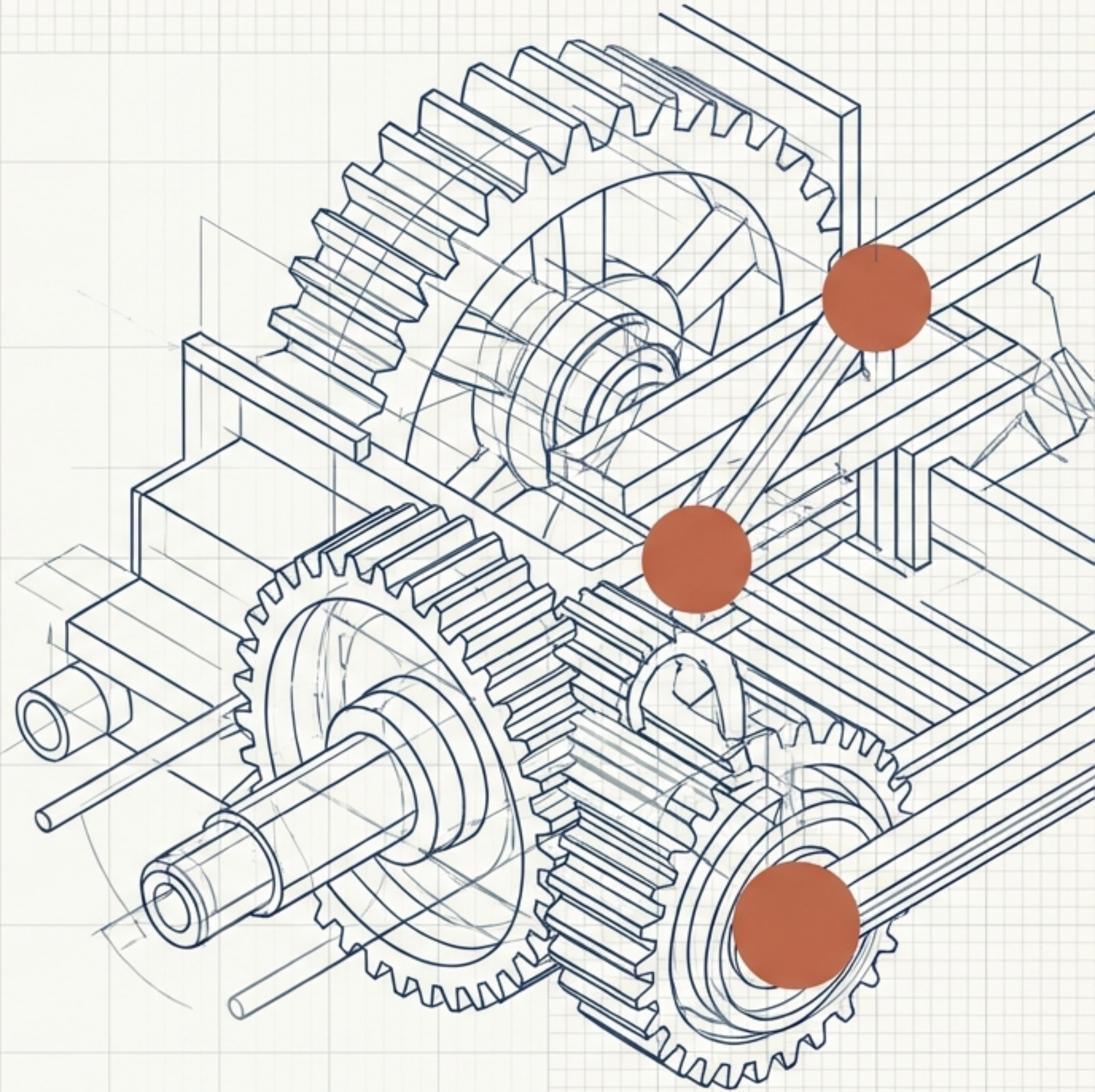


Architecting the Revenue Engine

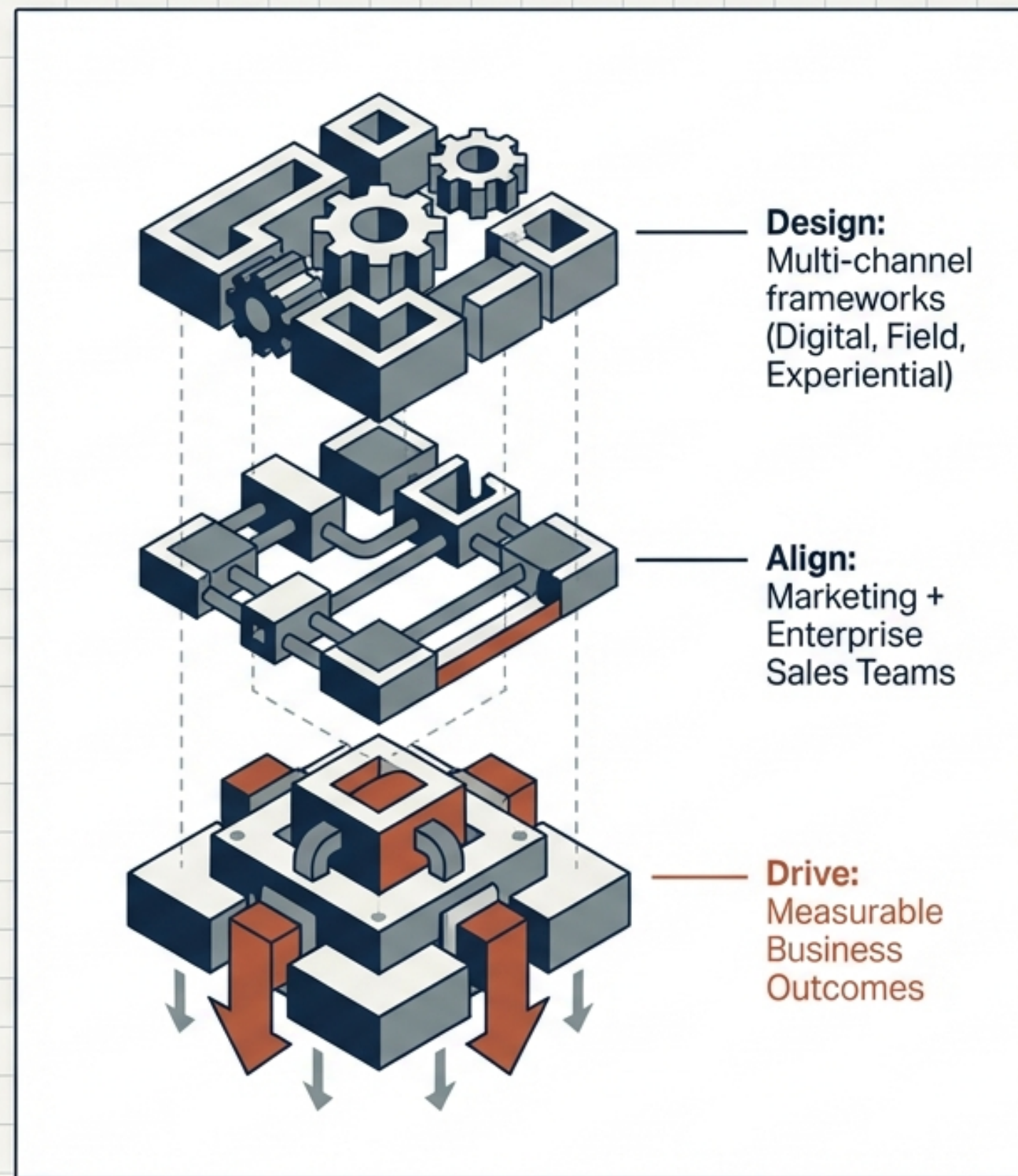
Scalable Demand Generation, Pipeline Velocity, and Go-to-Market Mastery.

Jarrid Q. Hawkins | Growth Marketing Leader
Atlanta, GA | JarridHawkins@mac.com



Marketing is not a cost center. It is a precision-engineered revenue system.

For 20+ years, I have built scalable demand generation and growth marketing engines for B2B and B2C organizations. My mandate is simple: transform marketing strategy into revenue-generating campaigns, align marketing investment directly to business outcomes, and accelerate enterprise pipeline.



Aggregate System Output: The Career Impact

\$8M+

A line chart with a light blue background and a dark blue line that starts at a low point on the left and trends upwards to the right, ending at a higher point. The line is slightly wavy, suggesting growth over time.

Marketing-Attributed Revenue Generated

\$2.1M+

A line chart with a light blue background and a dark blue line that starts at a low point on the left and trends upwards to the right, ending at a higher point. The line is slightly wavy, suggesting growth over time.

Qualified Pipeline Delivered from Integrated Event Portfolios

\$1.8M

A line chart with a light blue background and a dark blue line that starts at a low point on the left and trends upwards to the right, ending at a higher point. The line is slightly wavy, suggesting growth over time.

Incremental Pipeline Produced via ABM Programs

40% / 28%

A line chart with a light blue background and a dark blue line that starts at a low point on the left and trends upwards to the right, ending at a higher point. The line is slightly wavy, suggesting growth over time.

Simultaneous Lift in MQL Volume (40%) and
Lead-to-Opportunity Conversion (28%)

Metrics reflect consistent pipeline target exceedance of 20–40% across multiple organizations, managing \$2M+ annual budgets.

The 3 Pillars of Strategic Growth



Demand & Pipeline Architecture

Designing go-to-market strategies that capture market share.

Account-Based Marketing (ABM)

Field & Event Strategy

Integrated Campaign Development

Digital & Performance Marketing



Performance & Conversion

Optimizing the buyer journey through data-driven experimentation.

Revenue Attribution

Performance Analytics

Lifecycle & Nurture Marketing

Marketing Automation & Martech



Strategic Alignment

Translating business priorities into cohesive cross-functional motion.

Sales & Marketing Alignment

Partner & Channel Marketing

Cross-Functional Leadership

Growth Marketing & Pipeline Development

The Revenue Alignment Flywheel

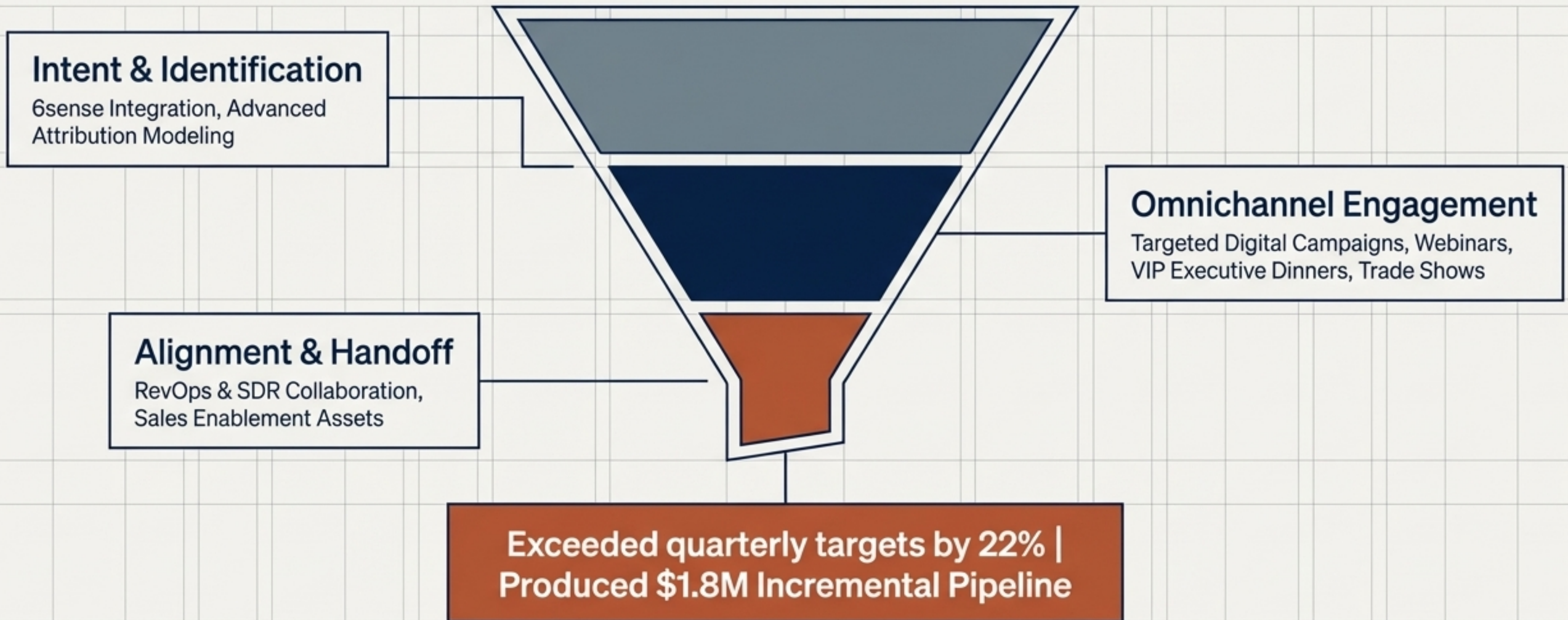


Adaptive Go-to-Market Mastery Across Business Models

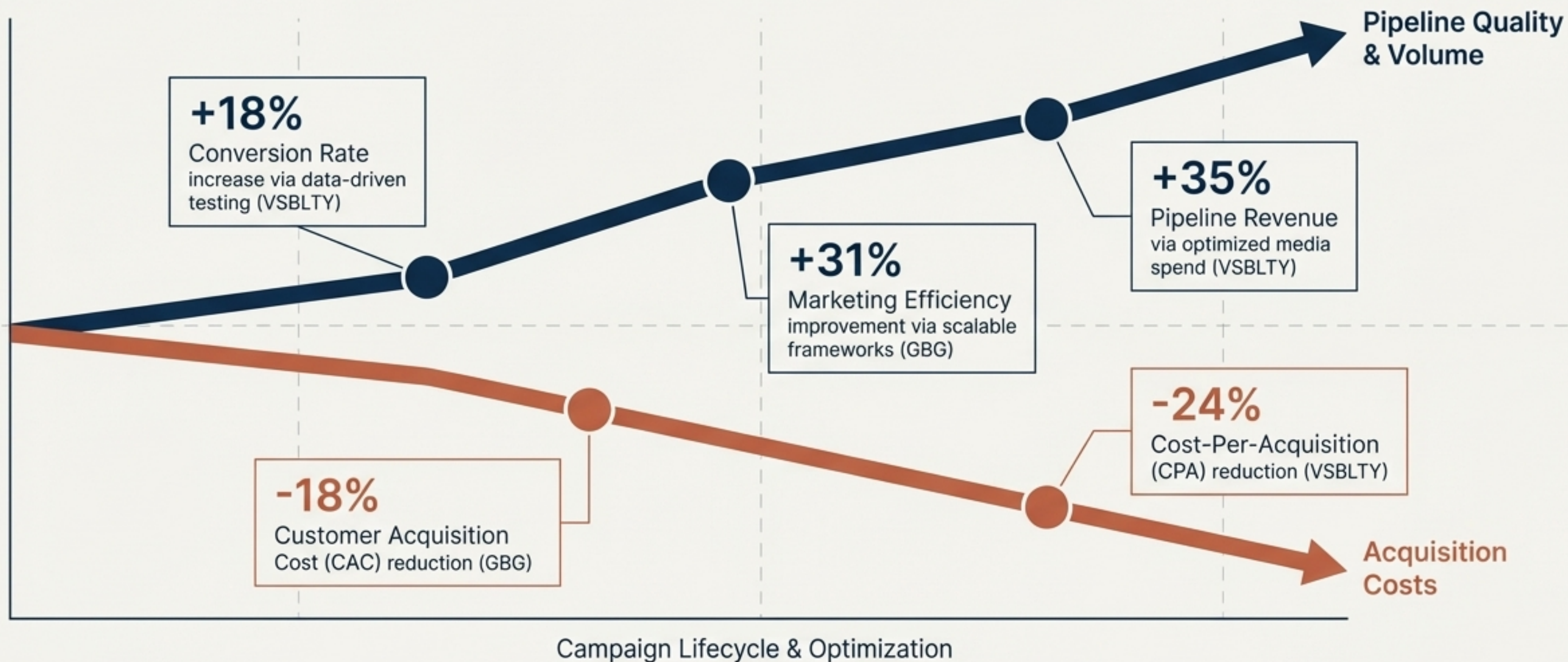
	Enterprise SaaS / B2B (e.g., GBG, Alfland)	Retail Media / Channel (e.g., VSBLTY, Safe-Guard)	Scale Consumer / B2C (e.g., AT&T)
Core Strategy	Pipeline Velocity & Strategic Penetration	Partner Enablement & Omnichannel Activation	Lifecycle Engagement & Churn Reduction
Target Audience	Strategic Enterprise Accounts	Enterprise Consumer Brands & Field Reps	100M+ Subscriber Base
Key Lever	6sense Intent Data & VIP Executive Dinners	Programmatic Advertising & In-Store Digital	Geolocation Push & Experiential Events
Signature Result	\$2.1M Qualified Pipeline Delivered	Generated \$3.2M Attributed Revenue	2M+ App Downloads & 3% Churn Reduction

Precision Targeting: The Enterprise ABM Architecture

Architected 6sense-powered Account-Based Marketing campaigns targeting enterprise accounts at global SaaS platform GBG.



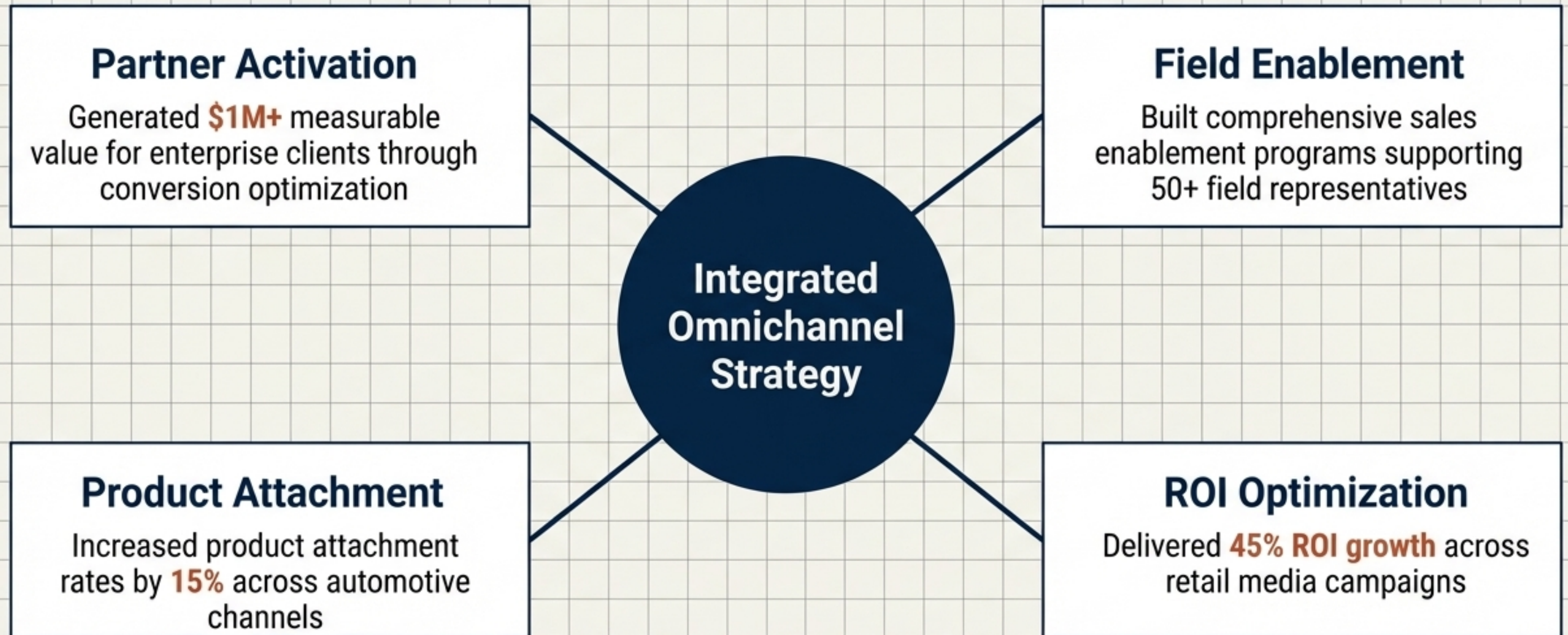
The Efficiency Engine: Doing More With Precision



Optimizing \$500K to \$2M+ marketing investment portfolios through continuous experimentation frameworks and channel allocation analytics.

Channel Growth & Field Enablement

Led integrated demand generation and field initiatives for Safe-Guard (F&I products) and **VSBLTY (retail media)**, driving enterprise partner success.



Massive Scale Engagement & Loyalty

Directed large-scale digital engagement, loyalty, and experiential marketing for AT&T's 100M+ subscriber base.

Digital Adoption

87% App Awareness

Led integrated campaigns driving myAT&T app awareness while reducing call center volume by 2.5M+ interactions.

Engagement & Experiential

500K+ Engagements

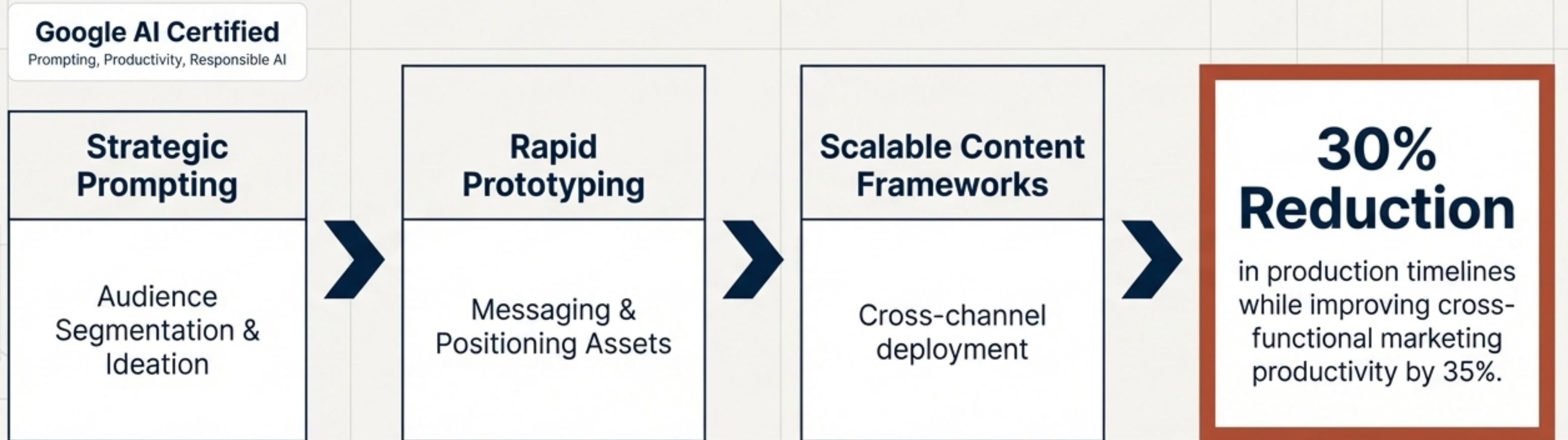
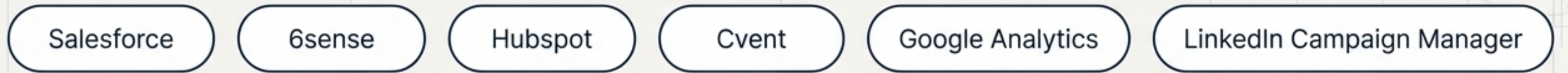
Executed 100+ experiential marketing activations and built geolocation-based push notifications hitting 2x industry benchmarks.

Loyalty & Retention

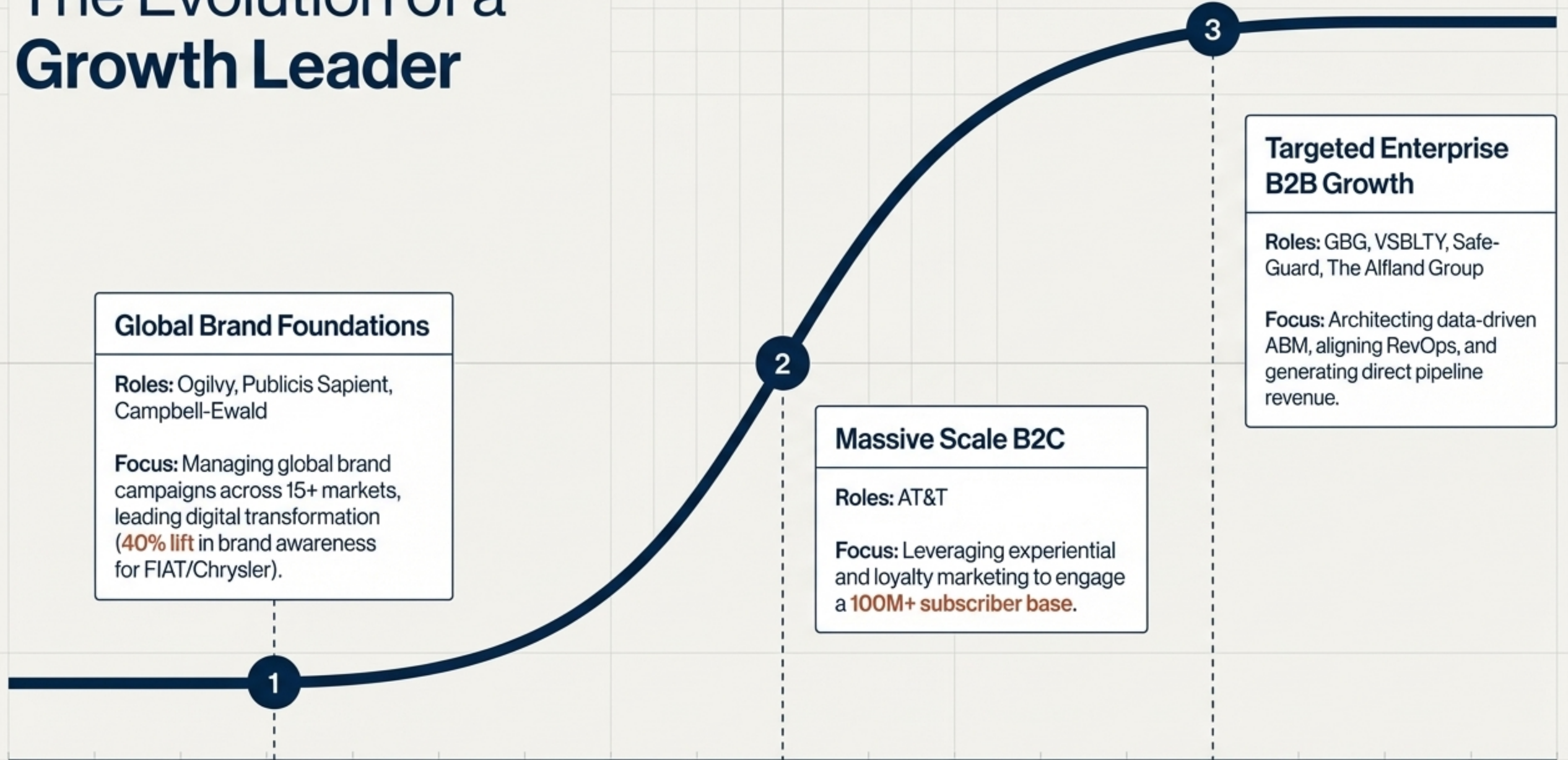
-3% Churn Reduction

Designed loyalty initiatives generating 2M+ app downloads in year one and directly reducing subscriber churn.

The Tech Stack & AI-Augmented Workflow



The Evolution of a Growth Leader



Plug in the Revenue Engine.

Scaling a modern organization requires more than isolated campaigns.

It requires an architect who can align data, technology, and sales into a unified pipeline engine.

Let's build your next stage of growth.

Jarrid Q. Hawkins

Senior Demand Generation & Growth Marketing Leader

[LinkedIn.com/in/JarridHawkins](https://www.linkedin.com/in/JarridHawkins) | JarridHawkins@mac.com | 313-585-5994