

Liam Hubbard

706-254-9473 | hubbardwilliamr@gmail.com | linkedin.com/in/liam-hubbard | liamhubbard.co

Demand generation leader with 10 years in marketing and 3+ years building the demand gen function at a B2B SaaS company. Built a 7-figure multi-channel program across 7 channels from the ground up. Company revenue grew nearly 4x during tenure. Manage a team of direct reports and contractors with direct accountability to pipeline targets.

EXPERIENCE

Senior Manager, Demand Generation

Inspect Point | B2B SaaS – Fire Protection Software

Dec 2022 – Present

- Company revenue grew nearly 4x during tenure, with consistent year-over-year acceleration. Built and managed all inbound demand gen channels feeding this growth.
- Manage a 7-figure annual budget across 7 channels (Google Ads, Meta, LinkedIn, Capterra, email, content/SEO, events) with direct accountability to pipeline and demo targets.
- Manage an events coordinator, content manager, and contractors (paid media, social media, video, web dev). Built processes so a small team consistently delivers 60–70 demo requests per month.
- Built lead scoring in Pardot with automated Salesforce handoff. Lead-to-opportunity conversions grew over 100x after implementing scoring and routing workflows.
- Scaled lead volume 8x and paid leads over 8x annually. Win rate improved from 45% to 62% and average deal size nearly doubled as lead quality increased.
- Created the Industry Report program from scratch: survey design, 500+ responses, multi-channel launch. 2,500+ downloads, 12,000+ LP views. Now the company's top content asset alongside a 90+ episode industry podcast (64,000+ downloads).
- Led cross-functional go-to-market for the company's first AI product: 8 channels (including connected TV), 30+ launch assets, professional product video, 15+ partner activations, and a webinar with CEO and VP of Product.
- Built multi-touch attribution using UTM parameters flowing through Pardot into Salesforce opportunities. Largest paid channel directly attributable to significant pipeline contribution.
- Built a full-stack ABM intelligence dashboard (React, FastAPI, PostgreSQL) scoring 20,000+ accounts, saving six figures annually vs. enterprise vendors (6sense, DemandBase). Sales uses it daily.
- Set up quarterly campaign framework, trade show program (10+ events/yr, 1,800+ leads), and SDR outreach sequences for 100+ prospect campaigns.

Director of Social Media & Influencer Marketing

Hirect | San Francisco, CA

Nov 2021 – Jul 2022

- Led a team of 8 influencer marketers. Managed six-figure monthly budget for partnership acquisition and growth across platforms.
- Directed influencer strategy, messaging, and payment. Used Captiv8, Klear, Meltwater, and Grin for discovery and management.
- Worked cross-functionally with product and engineering to build an overarching digital marketing strategy for a hiring platform.

Social Media Coordinator

Acadia Healthcare | Franklin, TN

Feb 2021 – Jun 2021

- Managed social media for 250+ brands across 400+ multichannel accounts at a publicly traded behavioral healthcare company (3,000+ posts/month).
- Drove 300+ leads generating significant revenue. Created and executed content strategies across lines of business.

Marketing Manager

Contemporary Management Concepts | Gainesville, FL

Apr 2017 – Feb 2021

- Managed full-scope digital marketing over 4 years: paid ads, social media strategy for 30 pages, email marketing, SEO/SEM, and web.
- Collaborated with management and investors on marketing strategy. Ran Google Ads campaigns and reporting via Google Analytics.

Earlier: Digital Marketing Manager at Blanket Homes (2016–2017) | Co-Founder at Bookveri (2015–2016)

SKILLS & TOOLS

Marketing Automation: Pardot Salesforce (SOQL, Reports, Flows) Outreach.io HubSpot

Paid Media: Google Ads Meta Ads LinkedIn Ads Capterra Reddit Ads

Content & Web: Unbounce WordPress Google Analytics 4 YouTube Studio Asana

Technical: Python SQL React FastAPI PostgreSQL HTML/CSS

Strategy: Demand Gen ABM Lead Scoring Multi-Touch Attribution Budget Management

EDUCATION

University of Florida

B.Sc in Advertising (Marketing)

Gainesville, FL

Alliance Manchester Business School

International Marketing

Manchester, UK