

CONTACTS

+1-713-252-9415

@ brandon.burkman@gmail.com

linkedin.com/in/bburkman

brandonburkman.com

EXPERTISE

Marketing Operations & Revenue Systems

CRM & Marketing Automation

Lifecycle & Lead Management

Campaign Operations

Analytics & Attribution

ABM & Intent Data

Sales Alignment & Enablement

AI-Augmented Workflows

Global Consent & Governance

Vendor & Process Management

PLATFORMS & TOOLS

CRM & Automation

HubSpot · Salesforce · Pardot · Eloqua ·

ActiveCampaign · Marketo

ABM, Data & Outbound

Demandbase · 6sense · Terminus · Apollo ·

Clay · Instantly.ai

AI & Workflow

ChatGPT · Claude · Gemini · Zapier · Make ·

Asana · Wrike · Basecamp

Analytics & Web

GA4 · WordPress · Storyblok · Squarespace

CERTIFICATIONS

HubSpot Marketing Hub

Demandbase ABX

DigitalMarketer Email Marketing Specialist

DigitalMarketer Analytics & Data Specialist

EDUCATION

University of Houston

BBA — Marketing Major

BRANDON BURKMAN

MARKETING OPERATIONS | REVENUE SYSTEMS

PROFILE

I build the systems that help Marketing and Sales create, convert, and measure pipeline. My work spans CRM and lifecycle architecture, lead management, automation, campaign operations, and reporting. I work from the business problem through system design and hands-on implementation, especially when fragmented processes and data have made growth hard to scale.

RESULTS:

- 90% of lead assignments automated
- Lead response time reduced from 4+ hours to under 60 minutes
- Campaign launch time cut from 2 weeks to 4 days
- 100,000 contacts segmented by ICP and persona
- 400-account ABM model built across three tiers

EXPERIENCE

Beta Systems Software

05/2025 - 01/2026

Marketing Operations Manager

- Built an AI-assisted HubSpot lead-routing system across six business units, combining form data, website behavior, submission context, and free-text classification to automate 90% of assignments and reduce actual speed-to-lead from 4+ hours to under 60 minutes
- Co-led North America's HubSpot implementation, establishing lifecycle management, campaign operations, automation, regional consent workflows, reporting, and Sales handoffs where no functional marketing automation environment previously existed
- Created Beta Systems' first 10-week inbound nurture, supporting four personas and six target industries using engagement scoring to identify, alert, and route sales-ready leads to the appropriate local representative
- Co-led Demandbase implementation and built a three-tier, 400-account ABM model that used intent alerts to redirect Sales activity toward higher-propensity accounts and generate meetings
- Built full-funnel HubSpot dashboards and drove Sales adoption through hands-on training, lunch-and-learns, SOPs, Loom walkthroughs, and company-wiki documentation

Mirantis

03/2023 - 10/2024

Marketing Automation Manager

- Segmented a 100,000-contact Pardot database into ICP- and persona-aligned audiences, increasing average email open rates by approximately 10%
- Diagnosed an underperforming content-syndication nurture, partnered with Product Marketing and subject-matter experts to rebuild the offers and copy, expanded the sequence from six to ten weeks, and relaunched within four weeks — producing pipeline
- Rebuilt Pardot architecture and Salesforce campaign structure supporting 30+ concurrent campaigns, standardizing campaign operations, reporting, and database management

CIOX Health

09/2021 - 02/2023

Marketing Operations Specialist

- Replaced fragmented email- and Teams-based requests with a centralized Typeform intake, project-planning, and approval workflow across Payers, Providers, and Life Sciences, cutting typical campaign launch time from two weeks to four days
- Led the post-acquisition Pardot-to-HubSpot migration across three business units, moving prospect data and rebuilding 30+ campaigns, dozens of forms and files, approximately 12 email templates, and associated lifecycle infrastructure while maintaining marketing continuity
- Expanded Pardot from a basic email tool into a fuller campaign automation environment with forms, landing pages, standardized tracking, and repeatable campaign execution



RECOGNITION

Exit Five Newsletter Callout

Dave Gerhardt, founder of Exit Five B2B marketing community used my use case of AI-assisted lead routing at Beta Systems as a standout example of AI-enabled marketing operations in his weekly newsletter.



EXPERIENCE

The Scalable Company

08/2020 - 08/2021

Marketing Manager

- Built an ActiveCampaign cart-abandonment flow triggered within one hour of an incomplete purchase, recovering sales for online courses and paid memberships
- Managed lifecycle email operations, audience segmentation, database hygiene, and triggered communications for a global online education and membership business

ElderCounsel

02/2019 - 07/2020

Marketing Services Manager

- Managed digital marketing delivery for small law firm clients, including website administration, blog publishing, social media, and campaign coordination

SHR

09/2016 - 01/2019

Senior Demand Generation Specialist

- Led monthly integrated content campaigns across Pardot, Salesforce, website, email, social media, and industry publications, owning messaging, landing pages, forms, audience selection, lead capture, and Sales handoff
- Co-produced monthly pipeline-generation webinars and virtual events, owning promotion, segmentation, live technical production, follow-up automation, lead routing, reporting, and content distribution for events ranging from dozens to 300+ registrants with roughly 50% attendance
- Implemented and iteratively refined SHR's lead scoring model through weekly MQL reviews with Sales until the team accepted more qualified leads than it rejected
- Helped build and present the executive business case that secured an approximately 100% increase in SHR's annual marketing budget to roughly \$1 million for content, marketing technology, distribution, and digital programs

Bridgeway Software

04/2014 - 09/2015

Marketing Specialist

- Generated more than 200 leads in under 24 hours from an eBook campaign by owning the landing page, Pardot build, cross-channel promotion, third-party distribution, Salesforce tracking, and Sales handoff
- Managed A/V requirements, vendor negotiations, and on-site execution for the company's annual multi-day customer conference, balancing technical needs with budget constraints
- Executed monthly webinar campaigns, building landing pages, forms, segmented promotions, follow-up automation, lead routing, reporting, and post-event content distribution

The Intelechy Group

02/2013 - 04/2014

Marketing Coordinator

- Coordinated enterprise B2B marketing projects for clients including Dell, aligning client and agency stakeholders on campaign requirements, timelines, and launch readiness while supporting Eloqua and Salesforce execution
- Partnered with a sister design agency as content lead and project liaison for the agency website redesign, coordinating copy, site structure, design feedback, and recoding milestones