

Britt Coombs

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PERSONAL SUMMARY

Growth marketing leader with specialization in demand generation, marketing automation and content marketing. Over a decade of experience in both enterprise and lean startup settings, with certifications in Google Analytics, HubSpot, Eloqua and Mailchimp. Featured speaker on accessible marketing design.

Team lead for both owned and paid channels to drive campaigns that increase revenue, acquisition, retention, brand awareness and customer engagement—working cross-functionally with Product, Paid, Brand and Engineering to deliver marketing that is thoughtfully and rigorously tested, targeted and researched.

Constructed scalable, data-driven automations to support inbound and outbound marketing, lead scoring, retargeting, key account routing, onboarding and more. Former content marketer with high content standards, delivering localized and personalized campaigns for detailed audience segments. Agile project management experience as a people manager, including budget, quality control and risk identification. Also a proactive communicator to highlight wins driven by demand generation activity.

Other strengths include coding and asset production skills, emotional intelligence to foster environments of continual learning, and a commitment to operationalization with analytical, transparent and resourceful collaboration.

KEY ACHIEVEMENTS

- DoorDash: Completed final quarter **117% to goal for new business** Closed Wons.
- DoorDash: Led major experiments, **driving \$15M in GMV** and **12.4% increase in stores onboarded** and 8% lift in activations via strategic nurturing, efficient automation and data-driven segmentation.
- Hiscox: Drove an 8.2% increase in conversion rate and a **331% boost in click-to-open rate** by revamping cart abandonment with deep-linking, sharper personalization and behavior-based responsiveness.
- Forter: Generated **\$7.2M in revenue & 300% ROI** (based on ACV) via lead-scored, Sales-integrated nurtures.
- Forter: **Created a lead scoring model** based on firmographic, technographic, demographic and behavioral analytics—improving data integrity, 'smarketing' and CVR in MQL transfer to Account Executives.
- **Featured speaker** at Digital Summit, delivering a conference talk on inclusive design principles.
- **Official HubSpot case study** published on our success at DoorDash unlocking deep, precise segmentation.

SKILLS

HubSpot, Mailchimp, Eloqua, Google Analytics, Salesforce, SQL, HTML5, Web Content Accessibility Guidelines, Content Production, Interactive Design, Email Marketing, SEO, Brand Strategy, CAN-SPAM, GDPR, Litmus, Figma

WORK EXPERIENCE

DoorDash | Senior Manager, B2B Acquisition

Dec. 2021 - July 2023

- Drove 171% YoY growth in channel GMV—and increased CTOR 83% YoY and reduced unsubscribes by 46%—by optimizing buyer journeys with thoughtful personalization, automation, testing and compliance
- Directed quarterly project calendars, managed contractor budgets, onboarded vendors and developed QA
- Supported SEM through data-driven audience refinement and automated email drips for retargeting
- Leveraged background in content marketing to ensure high bar for creative and messaging
- Established regular health checks with reporting on channel and business performance
- Managed team of 3 to support core products and verticals across US, CAN and AUS in multiple languages

Hiscox | Manager, Digital Demand Generation

Aug. 2019 - Nov. 2021

- Designed our first Consumer Winback program, driving 78% CVR (double the internal benchmark) and 2% winback rate (more than double industry-agnostic standard)
- Led communications to U.S. policyholders during Covid-19 pandemic, ensuring clear and timely updates
- Supported SEO by aligning keywords (esp. on backlinked content) and monitoring user engagement

- Managed team of 3 to support targeted email marketing to agents, brokers and B2B customers
- Drove 8.2% CVR lift and 331% CTOR lift by overhauling our cart abandonment series (Quote No Sale)

Forster | Senior Manager, Growth Marketing Sept. 2017 - Aug. 2019

- Created lead scoring model in close collaboration with Sales to define ideal customer profile (ICP)
- Developed automations to transfer hot prospects in real time from key accounts to Sales, with emphasis on those from high-value lead magnets (free trials and demos)—enabling meaningful outreach
- Led iterative upgrades for marketing campaigns with Agile decision-making and business analysis
- For account-based marketing, researched key decision-makers, analyzed SWOT and wrote tailored emails

Oracle | Senior Manager, Demand Generation (PROMOTED) March 2016 - March 2017

- Promoted upon obtaining Eloqua certification, demonstrating advanced skills in marketing automation
- Ensured effective 'glocal' marketing strategies as main liaison for EMEA
- Brought cross-platform digital marketing to life, teaming up with Content, Web and Social teams
- Content auditor for groundbreaking "Power Of One" global campaign (as featured in Ad Age)

Manager, Content Marketing July 2015 - March 2016

- Coded newsletters, interviewed subject matter experts and produced copy for email marketing
- Managed the creation of unique, interactive and immersive content using Ceros software
- Created surveys, quizzes, video scripts and award-winning blog articles about industry trends
- Wrote digital books about multivariate testing to drive leads as feature assets on gated webpages

Fino Consulting | Senior Writer, Content Marketing June 2014 - June 2015

- Built community, brand personality and content (advocacy marketing) by launching blog and social media
- Collaborated with data scientists and designers to research and create white papers, case studies, sell sheets, scholarly articles and user guides about our capabilities (e.g., predictive analytics)
- Interviewed high-profile clients for qualitative research on ICP and to make testimonials (referral marketing)

Mindshare | Writer, Multimedia Content Marketing Jan. - June 2014

- Produced and edited display ads, programmatic ads, webinars, sales decks, research reports and RFPs
- Developed style guide to promote consistent branding across omnichannel touchpoints
- Drafted emails and real-time social media posts for client campaigns at Jaguar and BuzzFeed

Georgetown University | Producer, Digital & Community Content Aug. 2010 - July 2013

- Raised \$10K for the Georgetown Observatory (National Historic Landmark) w/ viral social media campaign
- Interviewed members of our community to write news stories about their careers, causes and organizations

EDUCATION

- Georgetown University | M.A. Communication, Culture & Technology 2012
- Dartmouth College | B.A. Sociology & English | Departmental & Third Honors 2010

CERTIFICATIONS & COURSES

- Certification: Google Analytics
- Certification: HubSpot Inbound Marketing Optimization
- Certification: HubSpot SEO
- Certification: Mailchimp Email Automation
- Course: Samsung (Designing for a Diverse and Inclusive Future)
- Course: The University of Law (The Laws of Digital Data, Content & Artificial Intelligence)

INDUSTRY SPEAKER

Featured Speaker | Digital Summit: Deep Dive Into Email

"Email Accessibility Solutions: Making Emails Functional & Beautiful For Your Whole Audience"