

RODOLFO MALDONADO

Growth Marketing & Demand Generation Executive: VP Growth Marketing, AI-Native Operator, B2B SaaS & Financial Services

Redwood City, CA | ro@applygro.com | linkedin.com/in/rodolfomaldonado | www.applygro.com

PROFESSIONAL SUMMARY

Data-driven growth marketing executive with 15+ years driving pipeline and revenue growth across B2B SaaS and financial services. Has generated \$2B+ in sales opportunities, including \$107M in marketing-influenced pipeline at 27.57x ROAS in a single year. Builds and leads high-performing, experimentation-driven teams; manages multi-million-dollar budgets like an investment portfolio; aligns marketing directly to revenue through attribution and sales-agreed SLAs. A player-coach who has built marketing from zero five times in a row, serving as founder, first marketing hire, or charter hire in every role since 2014, and blending strategic planning with hands-on execution in fast-paced, high-growth environments.

Awards: Lead Generation, SMB: 2024 ANA B2 Award · Marketing Department of the Year & Marketing Disruptor of the Year: 2024 Stevie Awards (2x) · B2B Marketing Strategy, Lead Gen Campaign: 2024 Drum Awards Shortlist · Digital Marketing Campaign of the Year: 2024 Wealthmanagement.com Finalist · Best SEM, B2C & Direct Mail Campaigns: 3x AMA Crystal Awards

CAREER HIGHLIGHTS

- **\$107M in marketing-influenced pipeline at 27.57x ROAS** (\$22M closed-won), Kestra Financial
- Built and led a **7-person global demand-generation team** (player-coach), delivering +511% MQL-to-SQL, -56% cost-per-opportunity, and a 17.3:1 budget-to-revenue return
- **603% member growth in 90 days** at -92.5% Customer Acquisition Cost (CAC), Freeman Capital
- ABM engine that drove **34% of total leads and 26% of opportunities**, with an attribution model co-authored with Sales; 2024 Drum Award finalist, Kestra Financial
- AI-native operator architecting live, autonomous paid-lead engines at **\$5.70 cost per lead and 4.78% CTR** (71 leads, Meta Marketing API verified), gRO

CORE COMPETENCIES

Demand Gen & Pipeline: Demand Generation, Pipeline Growth, Multi-Channel Campaigns, Lead Nurturing, Lead Scoring, Lead-to-Revenue Conversion

Paid & Performance: Performance Marketing, Paid Media (Meta, Instagram, LinkedIn, Google Ads), Programmatic Display, Email & Lifecycle Marketing, Conversion Rate Optimization (CRO), CPA & CAC Efficiency, SEM

ABM: Account-Based Marketing (ABM), Buyer Intent (6sense, Demandbase), Multi-Persona Targeting, Pipeline Acceleration

Analytics & Attribution: Data-Driven Decision-Making, Attribution Modeling, A/B Testing & Experimentation, KPI & ROI Reporting, Google Analytics, Heap

MarTech & Automation: Salesforce, HubSpot, Marketo, Marketing Automation, CRM, CMS, Segmentation, Personalization, Claude Code (AI Agents)

Leadership & Strategy: Team Building & Mentoring, Cross-Functional Alignment, Budget Management, Go-to-Market (GTM) Strategy, Revenue Operations, SLA Development, Strategic Planning

PROFESSIONAL EXPERIENCE

Founder & Growth Lead, gRO (Growth Revenue Optimization)

Redwood City, CA | 04/2026 – Present

AI-native growth consultancy for early-stage founders · clients include Offerpath (career-tech / job-search SaaS) and Rentlist 919 (licensed NC rental brokerage)

- Rentlist 919 (paid lead engine, live): Built a licensed brokerage's renter-acquisition engine end-to-end (Meta lead ads, instant lead form, automated CRM hand-off, 8-email nurture, and video plus static creative), converting from day one at a \$5.70 cost per lead and 4.78% click-through rate (71 leads on \$404.35 spend, confirmed against the Meta Marketing API 2026-08-26; ~1.8x the 2.59% cross-industry lead-gen benchmark), with a fully automated lead hand-off, zero leads dropped, and full Fair-Housing compliance.
- Offerpath (content & creative engine): Stood up the entire top-of-funnel from zero: a brand system, a rebuilt marketing site, and a 7-week short-form video engine that shipped 40+ videos and 24 social creatives, giving a lean team agency-level output and cadence without an agency.
- Offerpath (cold-audience burndown): Directed a 184,000-contact cold-audience burndown against a hard deadline via a 7-week, 162,550-send canary-gated ramp that scaled weekly volume 30x canary-to-peak. Executed fully hands-off through AI agents built with Claude Code, returning ~5 hours/week of founder time.
- Offerpath (reporting & attribution): Standardized campaign reporting on a dual-source Mautic + Google Analytics model across a 194,885-subscriber base, with 9 mandatory engagement metrics replacing send-count-only exports, and closed an attribution gap to lift CTA-to-persona coverage to 100%.
- Offerpath (lifecycle messaging & conversion overhaul): Re-architected a 51-email lifecycle program around its strongest untapped differentiator, an average \$30K salary-increase proof point missing from every prior send, moving a buried Job Offer Guarantee (risk reversal) to the cold list's first touch and anchoring each email to one sticky stat, with subject-line A/B testing to lift open and click-through rates.

Senior Lead Generation Manager, Kestra Financial

Austin, TX | 11/2023 – 04/2026

Kestra Holdings platform, \$100B+ in assets under administration (AUA) · 1,700+ advisors · recruited by the CMO as first dedicated Lead Generation hire · \$1M+ annual budget

- Architected the end-to-end demand generation engine for a top broker-dealer across two business lines: \$107M in marketing-influenced opportunity pipeline and \$22M in CY2025 closed-won revenue at a 27.57x Return on Ad Spend (ROAS), earning the 2024 Marketing Disruptor of the Year (Stevie Award).
- Improved funnel economics through audience segmentation and lead-scoring refinement: cut Cost per Opportunity 56% (\$32.5K to \$14.25K), lifted Marketing-Qualified Lead (MQL) to Opportunity conversion 32% on 2,900 MQLs, and returned 17.3:1 on all-in marketing budget.
- Increased MQL to Sales-Qualified Lead (SQL) conversion 511% (45 to 275) through paid media, lead nurturing, and Salesforce Customer Relationship Management (CRM) workflows, winning the 2024 Association of National Advertisers (ANA) B2 Award for Lead Generation.
- Developed targeted regional Account-Based Marketing (ABM) campaigns with intent data and segment-specific content, generating 34% of total leads and 26% of opportunities, and co-authored the Marketing-Originated vs Marketing-Influenced attribution framework with Sales in Quarterly Business Reviews; shortlisted, 2024 Drum Award (B2B Marketing Strategy), and finalist, Wealthmanagement.com Digital Marketing Campaign of the Year.
- Streamlined marketing operations with agile methodology, increasing campaign creation output 180% and winning the 2024 Stevie Award for Marketing Department of the Year.

VP of Growth Marketing, Freeman Capital Investments

Raleigh, NC | 05/2020 – 12/2022

Seed-stage WealthTech / B2B2C SaaS FinTech serving underserved communities · hired by the CEO as inaugural growth marketing leader, reporting to executive leadership

- Rebuilt the full-funnel growth engine from zero across paid media, content, and lifecycle marketing, driving 603% member growth in 90 days and cutting Customer Acquisition Cost (CAC) 92.5% (\$25.16 to \$1.87 per user) while sustaining 23% month-over-month revenue growth.
- Captured \$100K in Annual Recurring Revenue (ARR) at 98% monthly paid-user retention and lifted email engagement 220% through personalized nurture journeys across Google Ads, HubSpot email, Meta, and LinkedIn.
- Scaled the platform to 10,089 members in year one, tracking \$1.3B+ in member net worth and contributing \$400M+ in investment pipeline for a mission-driven WealthTech brand.
- Built and led a global team of seven marketing specialists (3 direct, 4 indirect) and consolidated 3 disconnected tools (HubSpot, Google Analytics, Google Tag Manager) into a single auditable reporting layer, owning go-to-market (GTM) and demand generation strategy end-to-end.

Senior Marketing Channel Manager II (B2B Acquisition), Avantax Wealth Management

Dallas, TX | 10/2018 – 05/2020

Top-10 broker-dealer, \$67B+ assets under management (AUM) · 3,500+ advisors · charter hire, B2B acquisition channel · \$1M+ budgets

- Reversed underperforming B2B acquisition marketing by revitalizing content, campaigns, and channel budgets with the Executive Vice President (EVP) of Business Development, converting \$230M in new client assets and cutting customer acquisition cost 61% in under 6 months.
- Reactivated \$600M in dormant Salesforce CRM pipeline by segmenting ~70,000 stale leads into five audiences and launching personalized email, search, and social campaigns, activating +40% of dormant leads during merger-and-acquisition (M&A) disruption.
- Strengthened funnel performance by embedding testing, optimization, and KPI reporting across a 10+ person internal marketing team, increasing website conversions 38% and growing site traffic 70% via multi-channel campaign strategy.

AVP Marketing Communications Officer (Consumer Banking), Broadway Bank

San Antonio, TX | 09/2014 – 09/2018

75-year-old top-10 Central Texas bank · 40 banking centers · recruited by CMO to revitalize consumer acquisition · \$1.2M budget

- Launched the bank's first-ever social media advertising program with a paid search strategy for auto loans, lifting auto-loan sales from \$3M to \$24M, to 27% of the loan mix and winning 2x 2017 AMA Crystal Awards: Best SEM Campaign and Best B2C Campaign (Auto Loan).
- Revitalized a sluggish deposit line by shifting direct-mail spend into search, social, and email, lifting deposit growth 1.83% to 17% across 40+ banking centers, including a \$60M certificate-of-deposit lift in six weeks via Facebook Ads.
- Pioneered Micronotes, an AI / Machine-Learning (ML) cross-sell platform, across online banking and email in 2016, among the earliest community-bank AI deployments, delivering Net Promoter Score (NPS) 68 and 9% product conversion vs 5% industry average.

EDUCATION & CREDENTIALS

Education: Bachelor of Business Administration (BBA) in Marketing, University of Texas at San Antonio.

Certifications: Google Ads Certified, Salesforce Trailhead, Claude Code agentic development, Python & Node.js automation. **Languages:** Bilingual, English (native) and Spanish (native / full professional proficiency)