# Robert Lamb

*Full-Stack, AI-Accelerated Marketing Executive Driving Sales & Revenue Results*

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## KEY RESULTS

- **Revenue Growth:** Scaled a cybersecurity startup 15x — from 10 to 150 customers across 10 countries — via a 20% lead-to-customer conversion rate, 4-10x typical B2B SaaS/cybersecurity benchmarks
- **Marketing ROI:** 50% of new revenue sourced from a single owned LinkedIn program (IntelliThreat); 6.4x blended ROI on paid marketing spend earlier in career ($337K on $52.5K)
- **Operational Efficiency:** Cut website production costs by $200K and dramatically accelerated turnaround time by building an in-house, AI-accelerated production pipeline (Claude, Higgsfield, Remotion)

## SUMMARY

Full-stack marketing executive who has personally driven top-tier, hands-on results across every major channel — SEO, paid search/social, organic social, CRM and marketing automation, and graphic/video production — and who now uses AI production tools (Claude, Higgsfield, Remotion) to execute that same full stack faster and leaner than a traditional team or agency. That combination of channel depth and AI-driven speed doesn't just improve marketing efficiency — it directly strengthens sales pipeline, conversion rates, and revenue. 15 years leading teams of up to 18 direct and extended (in-house, agency, and reseller) and budgets of $300K+ across SaaS, cloud, and cybersecurity, with a track record of turning complex technical offerings into messaging that wins customers and shortens sales cycles.

## CORE COMPETENCIES

- AI-Accelerated Marketing Production — Website, Video, Sales Collateral & Graphic Design
- Go-to-Market Strategy, Demand Generation & Pipeline Attribution
- Sales & Marketing Alignment
- SEO, Paid Search & Social Advertising, Audience Targeting
- CRM & Marketing Automation
- Product Marketing & Brand/Rebrand Strategy
- Team Leadership (18+ Direct & Extended) & Budget Ownership ($300K+)
- Vendor, Partner & Reseller Channel Management

**Platforms & Tools:** HubSpot | Salesforce | ADP | WordPress | Elementor | Google Analytics | Google Ads | LinkedIn Ads | Agency Analytics | Claude (AI) | Higgsfield (AI) | Remotion

## PROFESSIONAL EXPERIENCE

**IntelliThreat** (formerly Blueshift Cybersecurity) — Remote

***VP of Marketing*** — Jan 2025 – Present

***Director of Marketing*** — Jan 2022 – Dec 2024

- Led the company's full rebrand from Blueshift Cybersecurity to IntelliThreat, applying AI-Accelerated Marketing Production — website, video, sales collateral, and graphic design — using Claude, Higgsfield, Elementor/WordPress, and Remotion, saving $200K+ in production costs.
- Formalized the marketing department and built marketing strategy and process from the ground up for a 3-month-old cybersecurity firm.
- Generated inbound leads (paid campaigns + website) over 4 years at a 20% lead-to-customer conversion rate — 4-10x typical B2B SaaS/cybersecurity benchmarks — directly driving growth from 10 to 150 customers across 10 countries.
- Developed go-to-market strategy and account-based demand generation programs targeting key accounts, driving pipeline growth across the funnel.
- Cut website production costs by $200K and dramatically accelerated turnaround time by bringing website development in-house and building an AI-accelerated production pipeline.
- Recruited 50+ reseller partners across 10 countries. Consulted with partners to build and optimize external marketing campaigns, resulting in over 100 end-user accounts.
- Implemented Salesforce for CRM, marketing automation, and web-tracking visibility, enabling data-driven marketing and product strategy.
- Built the content and marketing asset library (PDFs, videos, images, slide decks) — including strategy and creation — for in-house and partner use.

### TechArk Solutions
Norfolk, VA

***Digital Marketing Agency Director***
Dec 2020 – Jan 2022

- Owned strategy development, project timelines, deliverables, client relationship management, metrics tracking/reporting, and campaign execution across 40+ clients and 40+ concurrent projects.
- Hired and managed a global team of 20+ Digital Marketing Specialists, SEO Specialists, PPC Specialists, Account Managers, and Copywriters across pre-sales, research, ongoing campaigns, and client relations.
- Grew client list by 67% in 8 months by partnering with sales to develop and pitch proposals (website conversion optimization, marketing campaigns, etc.).
- Prepared, presented, and closed 80% of sales proposals up to $8,000+ per month in value for new digital marketing clients, and upsold current clients into new marketing campaigns.
- Implemented Agency Analytics reporting platform, giving clients real-time custom reporting, integrated third-party data, and improved satisfaction levels.
- Managed video development end-to-end (scripting, editor's notes, concept, editing), driving an 80% increase in social media engagement.

### Accutrain Corporation
Virginia Beach, VA

***Digital Marketing Manager***
Mar 2017 – Dec 2020

- Directed digital marketing for 10 National Education Conferences, growing registrations nearly 80% over two years (2018-2019) and increasing event revenue by 42% (2018, +$358K) and 32% (2019, +$388K).
- Designed, implemented, and managed Facebook Ads, Google Ads, Display, and YouTube Pre-Roll campaigns across all products/services — generating $337K in revenue on $52.5K in combined ad spend (2018-2019), a 6.4x blended ROAS, with paid-campaign-driven traffic increases of 1,865% (2018), 156% (2019), and 57% (2020).
- Conceived, built, and managed 15+ websites, 100+ landing pages, and an e-commerce site on WordPress for On-Site Training, National Conferences, and product offerings.
- Analyzed portfolio website metrics and rollout strategy via Google Analytics to improve performance, traffic, and conversion across 15+ sites generating 4,000–18,000 monthly visits.
- Built a custom real-time KPI dashboard spanning 15 websites, integrating Google Ads, YouTube Ad campaigns, Facebook Ads, and more.
- Trained and managed a 5-person team (technical support, Graphic Designer, Video Producer) coordinating all image/video assets for digital, print, virtual events, and on-demand services.
- Led the pivot to virtual conference events during COVID-19, driving 1,000+ attendees and $250,000+ in registration revenue.

### Priority Chevrolet
Chesapeake, VA

Largest Chevrolet dealership in Virginia — 30,000+ customers/year

***Internet Sales Manager → Digital Marketing Manager***
May 2013 – May 2016

- Recruited into the role and transformed the dealership's internet sales department from lowest to highest performing in a 26-dealer region within one year of hire.
- Managed a team of 7 Internet Sales Consultants; vaulted the department to #1 New Car Sales performer in the Mid-Atlantic Region and top performer across the 26-dealer district.
- Administered a $50K/month advertising budget, negotiating GM co-op partnerships to double marketing spend while reducing dealership-level marketing costs.
- Directed 4 marketing agencies executing SEO, SEM, Display, Video, Facebook, and Email campaigns in compliance with GM Co-Op advertising standards, driving 63% (2014) and 84% (2015) YoY website traffic growth.
- Grew Internet Sales 31% (2014) and 42% (2015); grew total new vehicle sales 16% (2014) and 13% (2015).
- Won the Dataium Website Performance Award (Aug 2013) for best sales performance among thousands of dealerships nationwide.

## EDUCATION

**Old Dominion University**
Norfolk, VA — Bachelor of Science (B.S.) in Political Science, Minor in English

**Certifications:** Google Ads, Google Analytics