

Brittany Carcova

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Transformative marketing leader with a proven track record leading high-performing teams and executing successful full-funnel, omni-channel campaigns. Extensive experience in SaaS and B2B marketing, with a passion for developing strategies that translate into measurable revenue growth. Known for strategic collaboration with sales leadership to drive campaign performance, optimize marketing funnels, and achieve business objectives.

- Strategic Planning
- Brand Development
- Marketing Strategy
- Customer Acquisition
- Product Marketing
- Campaign Management
- Lead Generation
- Online, e-commerce
- Data-Driven Optimization
- Public Relations
- Budget Management
- Team Building & Leadership

High Impact Results

Privy

Improved conversion rate to 54%, forecast to generate \$7.6M in annual contract revenue. Mentored and developed marketing and sales team, establishing effective workflows and prioritizing personal growth, successfully launching a DTC sales demo capturing 1287 SQLs in one month.

Penetrated new enterprise vertical, creating a \$5.4M sales pipeline. Collaborated with Head of Sales to craft compelling value proposition, leading product launch efforts through PR, events, and presentations, and developing sales materials and onboarding documents to enhance enterprise prospect engagement.

Launched website, growing unique monthly site traffic from 8K to 93K+ while doubling engagement. Created enhanced UX to drive higher conversions, improve SEO, and build domain authority. Crafted 26 SEO-rich blog articles, prelaunch, that bolstered search rankings and attracted 28K qualified leads in the first 3 weeks.

Reduced customer churn by 28% and improved NPS from 20 to 77 by refining communication strategy based on customer insights. Introduced on-demand content, A/B tested discounts, and deployed in-product upgrade options, increasing monthly-to-annual conversions by 41%.

MG Properties

Rebranded company, securing features in 100+ Tier 1 publications, including *Forbes* and multiple *Top 50* lists. Developed brand architecture and PR strategy, unifying the company under a modern vision. Increased YoY investor and customer inquiries by 41%, web traffic by 78%, and LinkedIn engagement by 99%.

Medifast

Supervised team that relaunched e-commerce website, triggering \$9.9M increase in sales. Integrated OPTAVIA, a subsidiary focused on online weight loss community, with a revamped site and social strategy. Bolstered YoY leads by 17% and social engagement by 32%, enhancing user experience and competitiveness.

Professional Experience

Privy, Director of Marketing | 2023 to present

SaaS start-up, software development company.

- Vital member of leadership team, managing the sales and marketing budget, allocating resources to high-ROI initiatives prioritizing product growth, brand recognition, and revenue generation.
- Create brand identity system, increasing customer trust, engagement, and retention, while boosting MRR.
- Design and implement omni-channel marketing campaigns that drive lead generation, customer acquisition, and revenue growth. Leverage data-driven insights to analyze and refine the marketing funnel, resulting in optimized campaigns and feature releases.
- Activate product marketing efforts, defining naming conventions and shaping brand decisions aligned with company goals, resulting in cohesive and impactful product launches.
- Launch DTC sales demos and nurturing strategies that converted at 50%, contributing directly to revenue targets.

MG Properties, Director of Marketing | 2020 to 2023

\$2.7B commercial real estate services and investment firm.

- Recruited to build and lead marketing department, scaling it to six people and managing a \$7.8M budget.
- Established policies, SOPs, and data-driven processes to enhance operational efficiency.
- Managed all marketing efforts, including demand generation, PR, brand, and customer lifecycle/retention.
- Rebranded the company, significantly increasing media exposure, optimizing customer engagement, and reducing marketing spend by 58% through process improvements.
- Aligned marketing efforts with business objectives, collaborating with cross-functional teams to deliver more impactful campaigns.
- Utilized data analysis to reduce average CAC by \$174 and improved conversion rates by 9%.

Fairfield, Marketing Manager | 2019 to 2020

Commercial real estate and investment company. Marketed a \$1.6B portfolio of 56 properties across the US.

- Managed a \$22M budget to deliver marketing initiatives that exceeded sales goals by at least 10% despite market challenges posed by the COVID-19 pandemic.
- Oversaw all aspects of creative production, including photoshoots, design, copywriting, and ad content.
- Produced customer-centric marketing playbooks and integrated digital advertising strategies.
- Created customer journey strategies that improved SQL volume by 29% and lead conversions by 17%.

Brittany Carcova Design & Consulting, Strategic Marketing Director / Founder | 2017 to 2019

Boutique digital marketing firm offering comprehensive marketing and advertising campaigns.

- Spearheaded the design and execution of multi-channel marketing campaigns to target unique customer segments, fostering heightened brand awareness, user engagement, and lead generation.
- Key clients included Harvard University, NYC Department of Education, Skateboarder Magazine, Urban Land Institute (ULI), and Westmont Construction, Inc.

Medifast, Director of Growth Marketing | 2014 to 2017

\$275M consumer goods company specializing in healthy living products.

- Managed \$4.7M budget, orchestrating brand awareness campaigns across 16 diverse North American markets.
- Developed sales enablement tools and strategies that boosted campaign effectiveness, driving a 25% month-over-month increase in online sales and leading to the highest-earning quarter in 2 years.
- Worked closely with internal teams to align marketing strategies: introduced KPIs, crafted annual marketing plans, revenue forecasts, and budgets, and oversaw retail location launches.
- Leveraged referral marketing and SEO to increase online sales conversions by 32%.
- Negotiated digital and broadcast advertising contracts.
- Cultivated over 10 national brand partnerships with nonprofit organizations and Fortune 500 companies, managing a pipeline of business development opportunities.

The Berman Group, Director of Creative Content | 2013 to 2014

Communications firm specializing in PR, marketing, brand management, and corporate reputation.

- Worked with early-stage startups and tech-forward clients to conceive go-to-market strategies, elevate brand presence, refine digital positioning, and drive growth through tailored marketing solutions.
- Led existing client digital adoption initiatives, including website development, app creation, and omni-channel marketing campaigns, transitioning over 80% of clients to ROI-driven tech strategies that increased engagement and scalability.
- Key clients: BASF (\$3.7M budget), JPMorgan (\$1M budget), NYU ACRE Incubator (\$.5M budget), Equinox Group's SoulCycle (\$1.6M budget), and Zola (\$65,000 budget).

Special Projects Manager, 2012 to 2013**Education and Certifications**

Bachelor of Fine Arts, Communication Design, Pratt Institute, 2008

Google Analytics Individual Qualification, 2023 • Google AdWords Certified Individual, 2020

Hubspot: Social Media Marketing II Certification, Content Marketing, and Inbound Marketing, 2023