

Charlie Holcomb

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Experience

Docket

Marketing Manager

April 2020 – Present

- As Docket's first full-time marketing hire, defines strategy for, and manages the implementation of, all aspects of marketing, communications, and operations related to user acquisition, activation, and revenue growth
- Directs key consultants and organizes impactful initiatives across multiple channels including organic growth, paid acquisition, referral marketing, email marketing, and partner marketplaces
- Builds, tests, and iterates on strategic touch-points throughout segmented automation programs to engage prospects, users, customers, and champions at every stage of their customer journey
- **Key Result:** *Tripled total users through a combination of SEO, Email marketing, and Referral marketing strategies that also led to higher adoption rates from inbound leads*
- **Key Result:** *Implemented a full-journey automation solution in HubSpot (with Segment, Stripe, Intercom, MixPanel, PieSync—now HubSpot Operations Hub—and our own Database) reliant upon user demographic and product engagement data that calculates top users and sends them a review request. Docket has been named a leader in Meeting Management by G2.com for three consecutive quarters*

Formstack

Marketing Operations Manager

Dec 2017 – April 2020

- Managed the key systems (Salesforce, Looker, Pendo, Google Analytics), standards, and integrations to ensure world-class data quality, analytics, and attribution while evangelizing democratized reporting of marketing activities from channel owners and external stakeholders
- Guided creative use of marketing automation (Pardot, Clearbit, ZoomInfo, Terminus, ZoomInfo, Drift, Outreach.io) to ensure relevant and timely messages are delivered to all target segments throughout the customer journey with an emphasis on email marketing and chatbot playbooks
- Led the marketing team's agile project management process (JIRA, Monday.com)—encouraging team collaboration and focus in the creation of marketing deliverables, execution of go-to-market initiatives, and promotion of marketing campaigns
- **Key Result:** *Led marketing integration activities through five acquisitions for alignment on data standards and reporting, lead attribution, scoring and routing, and systems integration with our existing MarTech stack*
- **Key Result:** *Leveraged a product-led brand-growth strategy by adding Formstack Branded CTAs on forms and submission pages from free and starter plans resulting in a 10% increase in traffic and trials*

Marketing Operations Analyst

Mar 2015 – Dec 2017

- Served as the primary marketing liaison for the sales teams, forecasted demand, managed the logistics of the demand generation funnel, and maintained the feedback loops that aided in the optimization of marketing efforts
- Provided project management leadership and support for cross-departmental initiatives



- **Key Result:** *Developed proprietary PQL scoring system from analysis of customer behavior to increase adoption. My analysis led to an org-wide initiative around early product success, reducing 90-day churn by 30%*

Marketing Analyst

Jul 2014 – Mar 2015

- As Formstack's first analyst, delivered regular reporting and analysis on the success of marketing programs, identified emerging opportunities, and coordinated cross-functionally to orchestrate scalable data practices
- **Key Result:** *Tested change to default trial plan from entry-level to mid-level leading to an immediate 20% increase in ARPU on new subscriptions with no affect in overall conversion rate*

The Web Guys

Account Manager

Jun 2013 – Jun 2014

- Provided planning, development, implementation, testing, evaluation, and optimization of medium-to-long-term digital marketing strategies to business owners of more than 90 businesses from \$500K to \$50M in annual revenue

Education

Anderson University (Ind.)

May 2013

Bachelor of Communication Arts - Magna Cum Laude, Departmental Honors