

Sydney Slater

MBA ▪ Digital Marketer ▪ B2B SaaS ▪ Newtown Square, PA

Summary

B2B SaaS demand gen leader specializing in SEO/GEO/AEO, paid media, and web strategy — with a track record of building integrated digital programs that consistently deliver pipeline at scale. Most recently drove 4x ARR ROI while reducing spend 44% by deploying scheduled AI agents while owning the full digital inbound stack as a senior IC.

Experience

Senior Digital Marketing Manager Jul 2023 – Present

Ease.io • Irvine, CA (Remote)

- Launched new headless website with refreshed brand positioning and unified conversion pathways leading to 80% increase in conversions & 42% increase in demo requests in year 1
- Optimized paid search campaigns around in-market prospects and launched new paid social and retargeting campaigns leading to 9.3x ROI (pipeline generated vs. ad spend) in H1 2026
- Established an SEO/AEO/GEO strategy focused on clear, authoritative content creation and technical improvements (llms.txt, schema.org) which led to a 86% increase in organic demo requests in H1 2026

Senior Digital Marketing Manager Jan 2023 – May 2023

Conduktor • New York, NY (Remote)

- Optimized paid search campaigns to focus on key geo's in EMEA and NA. Increased conversions MoM by 50% starting in March 2023
- Launched promotional and competitor campaigns for LinkedIn and Reddit ads driving over 100 free trial sign-ups in less than 1 month
- Initiated a comprehensive SEO plan to improve traffic quality and inbound lead generation
- Migrated Google Analytics from UA to GA4, rebuilt all Looker dashboards via BigQuery, and unified tracking across GA and HubSpot all within 2 months.
- Company underwent restructuring in May 2023

Senior Manager, Digital Marketing Apr 2021 – Dec 2022

Kustomer (formerly Meta) New York, NY (remote)

Promoted and managed 2 direct reports. Continued ownership of all inbound digital demand generation strategy and tactics. H1 2022 data:

- Generated 76% of all sales pipeline through inbound digital channels
- Increased organic traffic by 96% and demo conversions by 26% YoY through on-page SEO and streamlined conversion pathways
- Increased paid search spend 77% YoY leading to 60% more closed won deals while maintaining a 2.0 RoAS (LTV)
- Managed digital transition from Kustomer to Meta during acquisition

Contact

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Core Competencies

Digital Demand Generation

SEO/AEO/GEO

Paid Search and Social

Full Funnel Analytics

Conversion Rate Optimization

Product-Led Growth

MarTech Stack Management

Website Strategy

Platform Expertise

Level: Advanced

- . WordPress
- . Google Analytics
- . Google Ads
- . Google Search Console
- . Google Tag Manager
- . Google/Looker Data Studio
- . LinkedIn Ads
- . Facebook Ads
- . AdRoll
- . SEMrush
- . Bizible (Marketo Measure)

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Manager, Digital Marketing

Nov 2018 – Apr 2021

Kustomer (formerly Meta) • New York, NY (Remote)

- Increased sales qualified opportunities from all digital channels in 2020 by 57% YoY through technical SEO, CRO and in-market content strategy.
- Boosted sales qualified opportunities by 67% YoY from paid search while maintaining a 3.7 RoAS (LTV) comparing H1 2021 to H1 2020
- Partnered with product and engineering to launch a free trial PLG motion in Q1 2021, improving buying signal conversions 15% MoM by Aug 2022
- Developed end-to-end tracking methodology for full funnel visibility across Google Analytics, Marketo Measure (Bizible) and SFDC
- Rebuilt website and transitioned AWS to MSP for increased security and reliability in less than 3 months

Digital Marketing Manager

SkillSurvey • Berwyn, PA

Apr 2015 – Oct 2018

Managed web presence across digital channels and platforms.

- Increased organic traffic 37% YoY through on-page SEO, site structure and keyword focused content optimization
- Flipped inbound to outbound lead gen ratio from 30:70 to 75:25
- Streamlined paid search, social and display campaigns to decrease cost per conversion 333% in 2018
- Developed end-to-end tracking and reporting methodology for full funnel visibility and conversion valuation

Senior Marketing Manager

PBP Media • Malvern, PA

Jun 2013 – Apr 2015

Managed all internal digital marketing campaigns and 4 direct reports

Publisher

HMP Global • Malvern, PA

Jun 2012 – Jun 2013

Supported print & digital advertising sales for a medical publication.

- Exceeded 2012 sales targets by 2% in 6 months

Sales and Marketing Associate

HMP Global • Malvern, PA

Jan 2010 – Jun 2012

Developed print and digital marketing plans for 100+ clients

- Exceeded 2011 sales target by 19%; exceeded 2012 sales target by 4%

Platform Expertise

Level: Proficient

- SFDC
- Marketo
- Pardot
- ChatGPT
- Claude Code
- AWS
- Reddit Ads
- Twitter Ads
- Bing Ads
- Quora Ads
- Triblio
- Hotjar
- VWO
- Hubspot
- HTML/CSS

Education

MBA • LaSalle University

May 2015, GPA 4.0

BA • University of Miami, FL

May 2009, GPA 3.9 (Summa)

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