

AMANDA K. GARRISON, MBA

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EXECUTIVE MARKETING LEADER • GROWTH, GTM & DIGITAL TRANSFORMATION

Strategic Revenue Driver | 15+ Years of Expertise in Lifecycle, Product, Growth, and Digital Marketing

Industry Experience: Marketing Consultancy • Financial Services & Fintech • Entertainment Tech • Advertising & Communications • Telecommunications • Startup & Founder-Led Businesses

GTM Strategy & Revenue Growth

Lifecycle & Product Marketing

Digital Growth Systems

Executive marketing leader with 15+ years of experience building go-to-market, lifecycle, product marketing, audience, and digital growth strategies across enterprise, consulting, and founder-led environments. Known for translating complex business goals into scalable marketing systems that drive engagement, adoption, pipeline growth, retention, and revenue impact. Brings a strong mix of enterprise leadership from Amazon Prime Video, Capital Group, and BlackRock, plus hands-on founder and advisory experience building marketing infrastructure for startups and growth-stage businesses. Trusted partner to Product, Sales, Analytics, Creative, Engineering, and executive stakeholders in building customer journeys, operating models, and performance programs that improve business outcomes.

CORE COMPETENCIES

Go-to-Market Strategy | Lifecycle Marketing | Product Marketing | Growth Marketing | Customer Marketing | Digital Transformation | Audience Strategy & Segmentation | Demand Generation | Customer Journey Optimization | Marketing Operations | Sales Enablement | Executive Stakeholder Management | Cross-Functional Leadership | Experimentation & Analytics | Mar-Tech Strategy | Change Management | AI-Powered Marketing Systems

EXECUTIVE HIGHLIGHTS

- **Prime Video Lifecycle Growth:** Led lifecycle strategy across Prime Video owned-and-operated surfaces, driving 40% higher engagement, 30% greater product adoption, \$5M in revenue impact, and 7% subscription growth through stronger audience targeting, journey optimization, and cross-functional execution.
- **Institutional Marketing Strategy:** Repositioned Capital Group's institutional marketing approach, rebuilt audience segmentation, and aligned Sales, Product, and Marketing leadership around high-value account engagement, contributing to a 12% increase in meeting-to-proposal performance.
- **Enterprise Digital Transformation:** Directed BlackRock's global digital modernization across 10 sites, reducing publishing timelines from 8 weeks to 2, increasing client engagement by approximately 30%, and improving demand generation through a stronger digital experience strategy.
- **Cloud Marketplace GTM & Sales Enablement:** Led go-to-market strategy, positioning, and sales enablement for AWS, Salesforce, and Google marketplace products through a marketing technology agency partnership, contributing to contract expansion from \$1M to \$3M.
- **Founder-Led Marketing Systems:** Built AKG Marketing's current advisory model across Marketing Audits, Strategy Sessions, workshops, the Marketing Starter Kit™, and the 90-Day Fractional CMO Program, translating marketing strategy into practical growth systems for startups and service-led businesses.

CAREER TRAJECTORY

Founder & Principal Marketing Strategist | AKG Marketing, Greater Los Angeles Area (Remote) | 02/2025 – Present

Lead marketing strategy, offer development, and GTM systems for AKG Marketing, a founder-led marketing education and advisory business helping small businesses, startups, and service-led brands build practical marketing foundations that support growth.

- **Business & Offer Strategy:** Built the current offer ecosystem across Marketing Audits, Strategy Sessions, workshops, the Marketing Starter Kit™, and the 90-Day Fractional CMO Program, creating a clear path from diagnosis to strategy to implementation.
- **Marketing Systems Development:** Developed a structured Marketing Audit framework that evaluates marketing readiness, identifies gaps, prioritizes opportunities, and turns findings into practical action plans.
- **GTM & Revenue Infrastructure:** Built positioning, messaging, lead capture, content, and sales enablement assets to support AKG Marketing's growth model and strengthen conversion paths across advisory and fractional offers.
- **Founder-Led Operations:** Manage website, campaign planning, email nurture, analytics, social content, and contractor workflows while overseeing marketing, social media, and video production support.

Marketing Program Director (Audience Management – contract) | Capital Group, American Funds® | 07/2024 – 02/2025

Directed institutional marketing programs and audience strategy, aligning Sales, Product, and Marketing leadership around GTM priorities, audience segmentation, journey optimization, and pipeline impact for high-value account segments.

- **Strategic Alignment:** Partnered with executive stakeholders across Sales, Product, and Marketing to establish an engagement and coverage model for multi-million and billion-dollar accounts, contributing to a 12% increase in meeting-to-proposal performance.
- **Segmentation & Market Prioritization:** Re-architected global sales segmentation and targeting to improve CRM precision and audience relevance across priority tiers, driving 7% higher engagement and a 9% increase in MQAs.
- **Operating Model Improvement:** Modernized intake, planning, and workflow processes through standardized briefs and trackers, reducing cycle time by 30% and increasing program throughput by 20% per quarter.
- **Digital Strategy:** Led site and content assessment to identify opportunities across UX, authority-building content, and publishing operations, supporting a projected 10–25% increase in organic traffic and reducing time-to-publish by 40%.
- **Executive Reporting & Visibility:** Built KPI reporting that connected marketing activity to pipeline and retention outcomes, resulting in a 3x increase in leadership adoption of marketing insights in decision-making forums.

Lifecycle Marketing Manager, Senior Product | Amazon Prime Video, Los Angeles, CA | 01/2022 – 07/2024

Led lifecycle strategy and owned-and-operated growth initiatives across Prime Video surfaces, partnering cross-functionally with Product, Design, Engineering, Creative, and Analytics to scale acquisition, engagement, and retention globally.

- **Lifecycle Strategy Leadership:** Developed the cross-vertical lifecycle roadmap, improving operating efficiency, reducing duplication, and driving 40% higher engagement and 30% greater product adoption.
- **Revenue & Subscription Growth:** Led data-informed campaigns and placements that generated \$5M in revenue, supported 7% subscription growth, and drove a 12% month-over-month increase in impressions across priority surfaces.
- **Journey Optimization & Automation:** Advanced customer journey optimization through behavioral analysis, automation, and streamlined campaign workflows, increasing feature adoption by 15%, reducing complaints by 20%, and reducing manual execution across recurring launches.
- **Cross-Functional Performance Partnership:** Partnered with paid media and data science teams on targeting and creative strategy, contributing to a 70% increase in impressions and 45% month-over-month CTR growth across priority surfaces.
- **Scalable GTM Operations:** Established reusable planning, QA, and post-launch review processes that improved owned-and-operated campaign contribution by 21% year over year and consistently ranked among the top 5 monthly performers by CTR and profit.
- **AI/ML-Informed Experimentation:** Applied machine learning insights and experimentation frameworks to refine audience targeting, strengthen lifecycle and persona alignment, and build reusable campaign templates that improved speed, consistency, and customer relevance.

Vice-President, Digital Marketing (Contract) | BlackRock, Atlanta, GA | 04/2019 – 03/2020

Led enterprise digital transformation and integrated demand strategy for institutional audiences across 10 global sites, aligning brand, product narratives, regional activation, publishing operations, and sales enablement.

- **Digital Transformation Leadership:** Directed a global web modernization initiative that accelerated publishing timelines from 8 weeks to 2 weeks, increased client engagement by approximately 30%, and improved SEO visibility across core verticals.
- **Digital Experience & Conversion Strategy:** Redesigned BlackRock's PaaS webpage, elevating it into a top-5 performing page and increasing inbound customer inquiries through stronger UX, content structure, and audience alignment.
- **Integrated Demand Strategy:** Led multi-channel programs that exceeded lead targets by 21%, generated 10,000+ MQLs, and reduced churn by 15% through persona-led nurture strategies.
- **Sales & Marketing Alignment:** Developed role-based content and messaging that increased SQLs by 15%, expanded sales reach by 65%, and supported approximately 20% market share growth during the period.

Principal Marketing Consultant, GTM & Growth Strategy | AKG Marketing, Greater Los Angeles Area (Remote) | 07/2017 – 01/2022

Advised startups, small businesses, and agency partners on GTM strategy, product marketing, lifecycle marketing, demand generation, audience planning, sales enablement, and marketing operations across SaaS, cloud marketplace, telecom, financial education, travel, events, and e-commerce.

- **Enterprise Go-to-Market & Agency Consulting:** Served as a Senior Marketing Consultant through a MarTech agency partnership, leading go-to-market strategy, positioning, and sales enablement for AWS, Salesforce, and Google marketplace products, and contributing to contract expansion from \$1M to \$3M.
- **Strategic Planning & Operating Models:** Built go-to-market playbooks, ICP and persona frameworks, and ABM strategies that improved meeting-to-opportunity conversion by 25% and campaign deployment efficiency by 60% across client portfolios.
- **Lifecycle, Demand & Growth Strategy:** Led segmentation, journey design, and experimentation strategies that doubled re-engagement, drove 3x email CTR, and delivered 200% qualified pipeline growth in 60 days and 300% signup growth for early-stage companies.
- **Digital Transformation & Conversion Strategy:** Built analytics and reporting frameworks that reduced manual reporting by 70%, and led UX audit, CRO, and relaunch initiatives that increased time-on-site by 43%, reduced bounce rate by 28%, and improved trial conversions by 18%.
- **Marketing Content & Sales Enablement:** Created marketing plans, webinars, e-books, website content, product messaging, and demand generation assets that strengthened client positioning, sales enablement, and launch readiness.

EARLIER CAREER HIGHLIGHTS:

Client Media Specialist , Campaign & Account Management Valassis Communications, Houston, TX	03/2015 – 07/2017
Sales Enablement Specialist (Marketing Contract) Trinet, Atlanta, GA	09/2013 – 01/2014
Sales Solutions Specialist Verizon Wireless, Alpharetta, GA	09/2010 – 01/2013
Marketing Consultant (Start-up) SpunTV, New Orleans, LA	05/2009 – 05/2010

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration (MBA), Major in Customer Experience Management

Keller Graduate School of Management, Alpharetta, GA

Bachelor of Science (BS), Major in Marketing & Sales, Xavier University of Louisiana, New Orleans, LA

Certifications: Google UX Design Specialization (Coursera) ▪ BrightEdge Professional Certification (BrightEdge) ▪ Content Marketing Certification (HubSpot) ▪ Email Marketing Certification (HubSpot) ▪ Social Media Marketing Certification (Hootsuite Academy) ▪ Spanish Fluency: Elementary (Estimated) (Duolingo) ▪ Design Thinking for Innovation (Coursera)

TECHNICAL TOOLS

Microsoft Office Suite (PowerPoint) ▪ Google Analytics ▪ XML & HTML ▪ CSS ▪ Salesforce CRM ▪ Oracle Database Management ▪ Adobe Suite ▪ SEO ▪ Atlassian JIRA ▪ BrightEdge SEO Platform ▪ RedOak Database & Analytics ▪ Scrum Framework ▪ Squarespace Website Builder ▪ Wix Website Builder ▪ WordPress CMS ▪ Canva Graphic Design ▪ Sketch Vector Graphics ▪ UX/UI Design ▪ Figma Design Tool