

# ABBY BARZEE

Marketing Leader | Demand Generation & Revenue Strategy

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## PROFESSIONAL SUMMARY

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Marketing leader with experience building demand generation systems, SEO strategy, and revenue segmentation models for B2B services. Rebuilt a fragmented multi-vertical marketing infrastructure into a structured, data-driven campaign architecture spanning HubSpot, AdRoll, Ahrefs, and ZoomInfo. Proven track record identifying pipeline opportunity through cross-platform data audits and translating findings into measurable revenue outcomes. Prior experience as a Marketing and Communications Director managing a team and leading full-organization marketing strategy for a mission-driven nonprofit.

## CORE COMPETENCIES

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Demand Generation | Marketing Strategy | SEO Strategy | Revenue Operations | Campaign Management | Marketing Automation | Sales Enablement | Marketing Analytics | Content Strategy | Brand Strategy | Vendor Management | Lead Generation | CRM Strategy | B2B Marketing | HubSpot | AdRoll | Ahrefs | ZoomInfo

## PROFESSIONAL EXPERIENCE

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### Marketing Associate | Endsight

August 2024 – Present | Remote

- Rebuilt Endsight's marketing infrastructure end to end, consolidating close to 30 loosely connected campaigns and 9 disconnected ad playbooks into 11 structured campaigns across verticals, regions, and problem-based themes, each with a defined ideal customer profile (ICP) and brief.
- Own the full marketing technology stack (HubSpot, AdRoll, Ahrefs, ZoomInfo, RB2B) and lead SEO strategy across five priority verticals, from keyword research through executive-level reporting on domain rating and ranking performance.
- Led a cross-platform audit of HubSpot, Ahrefs, and AdRoll data that surfaced funnel drop-off points and a significant reactivation opportunity in stalled contacts.
- Built a four-tier client revenue segmentation model using the full client base, identifying customer success manager (CSM) level health indicators and expansion pipeline by tier.
- Identified and resolved an ad spend inefficiency between two overlapping playbooks, improving budget efficiency.
- Manage sales enablement for a team of 5 sales representatives, building cold outreach sequences, call review feedback, and account intelligence briefings that support pipeline conversion, while serving as primary point of contact for marketing vendors and platforms.

### Founder & Marketing Strategist | ANB Creative (Freelance)

December 2023 – Present | Boise, Idaho

- Run an independent marketing consultancy serving small businesses and nonprofits, owning strategy, execution, and client relationships end to end, alongside a full-time role at Endsight.
- Manage the full marketing function for each client, from website builds (Wix, Squarespace, WordPress) to paid media (Meta, Google) to content and reporting, operating as a fractional marketing lead rather than a single-service vendor.
- Design messaging and campaigns that help nonprofit clients grow donor bases and small business clients grow revenue, tailoring strategy to each organization's goals and constraints.
- Deliver consistent monthly reporting and content planning, working directly with founders, executive directors, and board members to keep lean, resource-constrained teams operating with the discipline of a larger marketing function.

### El-Ada Community Action Partnership

June 2021 – August 2024 | Boise, Idaho

#### Marketing and Communications Director (June 2023 – August 2024)

- Led brand visibility and community engagement strategy, managing all external communications and a team of 2 for a mission-driven nonprofit.
- Led the organization's full marketing function across 12+ community programs, producing direct mail, brochures, flyers, social content, and public-facing communications.
- Supported major grant initiatives and legislative outreach with strategic communications and impact storytelling.

#### Data and Digital Media Administrator (March 2021 – June 2023)

- Managed internal and external communications, including social media, newsletters, and the agency website, while supporting data collection for reports and grant submissions.

## EDUCATION

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Bachelor of Science, Marketing — Western Governors University