

## CONTACT



916-705-5206



david@stauffer.work



linkedin.com/in/dstauff

## EDUCATION

### BA - Advertising

Brigham Young University  
Graduated with Honors

### AS - Marketing

Ensign College  
Student Body President

## AWARDS

### Best Content Campaign

American Marketing Assoc.

### Gold ADDY Winner

American Ad Federation

### Campaign of the Year

Utah Business Magazine

## SKILLS

### // Professional

Demand generation  
Content & SEO strategy  
Brand management  
Creative marketing  
Social media  
Comms & PR  
Hiring & managing

### // Technical

Adobe Creative Suite  
Hubspot & Marketo  
Mixpanel & Amplitude  
Google Analytics  
Figma

# DAVID STAUFFER

## VP OF MARKETING

Award-winning marketing leader with 10+ years of experience at B2B SaaS startups and growth-stage tech companies, specializing in demand generation, product marketing, creative content, and brand management.

## WORK EXPERIENCE

### Einblick A.I. / VP of Marketing

From 2022 to present

Recruited to join MIT-based A.I. & Data Science startup as their first marketing leader. Built a marketing team to execute on a PLG strategy.

- Developed content marketing & SEO engine that resulted in a 800% increase in overall traffic and 200x increase in ranking keywords
- Spearheaded efforts to properly define key target persona and authored a systematic messaging hierarchy
- Executed an influencer marketing campaign resulting in 75k site visits and 5k signups
- Created refreshed brand identity including new logo, color palette, and redesigned homepage
- Led event marketing strategy for events at Gartner, Snowflake, ODSC, & PyCon

### Workona / VP of Marketing

From 2018 to 2022

Recruited by former colleagues to join seed-stage startup and run marketing, focusing on building organic self-serve motion.

- Built demand gen-focused content marketing team
- Led comms & PR efforts resulting in Google featuring Workona in the Chrome Web Store on a regular basis
- Successfully collaborated with Zoom to be a launch partner for the Zoom Apps Marketplace
- Engineered several successful Product Hunt launches, including reaching #1 Product of the Day
- Spearheaded monetization rollout, including running elasticity surveys to determine pricing and sensible paywalls, quickly reaching profitability

### Lucidchart / Director of Marketing

From 2013 to 2018

Recruited by CEO to join a small diagramming tech startup that eventually grew to become a unicorn with 1000+ employees.

- Managed award-winning marketing team of writers, designers, web developers, and videographers
- Responsible for brand management and execution of all digital and integrated campaigns
- Developed and executed a viral video marketing campaign resulting in over 300M views and featured in Adweek and Ad Age
- Won "Best Content Marketing Campaign" for Flowchart Fridays, a campaign that generated over 2M unique website visits
- Managed creation of all sales enablement marketing materials and ABM campaigns