

# Kaylynn Hatch

*Demand Generation · Paid Media · Campaign Strategy*

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## ABOUT

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B2B marketing professional with 10+ years of experience spanning demand generation, paid media, email, and analytics. At Arity, built and scaled a high-performing demand generation program from scratch, managing a \$480K+ annual paid budget across Google Ads, LinkedIn, and programmatic channels, and delivering 280%+ MQL growth and a 60%+ reduction in cost-per-MQL year over year. Known for owning programs end-to-end, partnering closely with Sales and Product Marketing, and translating performance data into clear, actionable strategy.

## EXPERIENCE

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### **Demand Generation Manager** · Arity *Jul 2023 – Present*

- Managed \$480K+ annual paid budget across Google Ads, LinkedIn, ZoomInfo, and Genius Monkey, delivering 280%+ MQL growth and a 60%+ reduction in cost-per-MQL YoY.
- Rebuilt the ABM program during a Demandbase-to-ZoomInfo migration; owned lead scoring, segmentation, and nurture workflows in Pardot and Salesforce.
- Launched Arity's highest-performing campaign on record and built executive-ready Looker Studio dashboards tracking pipeline contribution and channel ROI.

### **Consultant, Connected Planning & Demand Forecasting** · Vuealta *Jan 2022 – Jun 2023*

- Designed Anaplan models for S&OP and FP&A use cases; delivered training that improved platform adoption and forecasting accuracy for global enterprises.

### **DS4A Empowerment TA & Community Manager** · Correlation One *Mar 2021 – Feb 2023*

- Managed a 900+ member community and led a team of 8; taught SQL, Python, and data visualization to cohorts of 300+ students.

### **Marketing Performance Analyst** · HLK *Sep 2021 – Jan 2022*

- Built weekly through annual performance dashboards for eCommerce, energy, and agriculture clients.
- Supported Agile process development for the data analytics team using Jira.

### **Marketing Manager** · Inflow® *May 2017 – May 2019*

- Sole internal marketer; owned paid, content, email, and SEO programs. Built automated reporting dashboards and managed HubSpot CRM.
- Managed content production pipeline and twice-monthly newsletter; documented all marketing processes for future team members.

### **Digital Marketing Consultant** · KaylynnHatch.com *Aug 2012 – May 2017*

- Delivered paid media, content, and social strategy for clients in business events and event tech. Editor in Chief of The Meeting Pool; speaker at 10+ national industry events.

## SKILLS & TOOLS

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**Paid Media** Google Ads · LinkedIn Campaign Manager · ZoomInfo · Genius Monkey · programmatic display · retargeting · content syndication

**ABM** ZoomInfo · Demandbase · account segmentation · CRM-powered targeting · retargeting · lookalike audiences

**Automation & CRM** Pardot · HubSpot · Salesforce · lead scoring · segmentation · nurture workflows

**Analytics** GA4 · Looker Studio · Supermetrics · Tableau · SEMrush · Google Tag Manager · attribution modeling

**Project Management** Asana · Workfront · Confluence · Agile workflows

**AI Tools** Claude · Microsoft Copilot

## EDUCATION & CERTIFICATIONS

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**B.S. Mass Communication** · New Media & Strategic Communication

*University of Utah*

**Data Science for All (DS4A)** · with Honors

*Correlation One*

**4× Google Ads Certified**

*Google Skillshop*

**Anaplan Level 2 Model Builder**

*Anaplan*

**Agile MBA Certificate**