

# Mason Hooten

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## SUMMARY

Growth Marketing leader with 11+ years of experience driving demand generation and revenue growth for high-growth startups. Expertise in scaling paid channels, optimizing acquisition funnels, and leveraging analytics to lower CAC and boost retention. Proven ability to manage significant budgets while aligning growth strategies with product-market fit in fast-paced, data-driven environments.

## EXPERIENCE

### Growth Marketing Manager | Paren 03/2026 to 05/2026

- Developed and executed a 60-day go-to-market demand generation plan for the leading neutral EV charging data platform (150M+ annual charging sessions across 65,000+ fast-charging ports, 96% U.S. coverage), targeting four verticals: automotive OEMs, investment banking, municipal planning, and charge point operators.
- Built the marketing technology stack from the ground up, including HubSpot CRM with automated lead scoring, multi-domain cold outbound infrastructure (Clay, Apollo, Instantly), full-funnel UTM attribution, and gated video hosting with engagement analytics.
- Launched vertical-specific demand programs spanning 18+ SEO-driven blog posts, 10+ videos, and 8 segmented outbound and nurture email sequences, targeting 120-180 MQLs and 30-50 demo requests within 60 days.
- Expanded organic reach through data-led content marketing—micro-reports, interactive data visualization embeds, content syndication, media and backlink outreach, and a live webinar program—amplified by budget-efficient LinkedIn and YouTube campaigns.

### Growth Marketing Manager | Promethium 03/2022 to 03/2026

- Revamped marketing stack by implementing HubSpot CMS, expanding the contact database from 6K to 28K, and laying the groundwork for scalable growth strategies.
- Enhanced lead generation by 180% and reduced CAC by 28% through a data-driven approach using Google Analytics and HubSpot insights to optimize acquisition funnels.
- Managed a monthly advertising budget exceeding \$8K, executing multi-channel SEM campaigns with A/B tests that improved overall ROI.
- Directed marketing operations for 15+ trade shows (Gartner, Big Data London) to boost brand visibility and support performance marketing initiatives.

### Marketing Director | iDentalSoft 06/2019 to 03/2022

- Oversaw GTM execution for a HIPAA-compliant SaaS platform, driving growth across the SMB to enterprise spectrum and ensuring robust acquisition strategies.
- Implemented lean, performance-based growth strategies that facilitated adoption by prominent organizations like Dignity Health and multi-site DSOs, aligning with streamlined budget management practices.

### Demand Generation Manager | Nylas 05/2018 to 06/2019

- Directed paid acquisition strategy and inbound email campaigns to boost lead volume by 368% while enhancing campaign efficiency by 35%, illustrating adept campaign execution.
- Implemented SEO-enhanced content and SEM keyword targeting to reduce monthly acquisition costs by \$13K, demonstrating strong performance marketing and budget management expertise.
- Developed persona-driven messaging and optimized GTM strategies for diverse markets including banking, fintech, and SaaS, contributing to improved market penetration and customer retention.

### Marketing Manager | Wilbur Labs 11/2017 to 05/2018

- Managed over \$1M/month in ad spend and implemented Kenshoo bid automation for large-scale campaigns, highlighting proficiency in paid channel scaling and budget management.
- Coordinated distributed teams across 3 countries to optimize new site UX for first-month profitability, showcasing agile execution in a fast-paced startup environment.

### Digital Marketing Associate | SingleStore 01/2017 to 11/2017

- Designed Marketo landing pages to enhance signup rates and reduce Cost Per Lead for Account-Based Marketing campaigns, driving improved conversion rates through optimized funnels.
- Produced and hosted webinars that bolstered sales enablement with technical content, increasing lead engagement and smoothing the sales process consistent with a growth marketing framework.
- Advanced SingleStore Cloud adoption in Fortune 500 and defense sectors by deploying targeted technical content strategies and data-driven insights.

### Marketing Coordinator | Sisense for Cloud Data Teams 05/2016 to 01/2017

- Managed a \$40K/day demand generation budget while increasing marketing efficiency by 60%, reflecting strong command of performance marketing and budget management skills.
- Developed live ROI dashboards in SQL/Sisense to mitigate waste and enhance partner transparency, underpinning a data-driven approach to campaign optimization.

### Marketing Intern --> Senior Marketing Associate | Dot & Bo 09/2013 to 12/2015

- Oversaw a \$4M+ marketing budget and generated over \$12M in revenue above ROAS goals, demonstrating effective acquisition budgeting and performance optimization.
- Established a cross-functional landing page optimization framework that increased signup rates by 20%, exemplifying techniques in funnel optimization and conversion rate improvement.

## EDUCATION

### B.S., Society & the Environment | University of California, Berkeley 2012 to 2016

## SKILLS

<b>Digital Marketing &amp; Advertising</b>	<b>SEO, SEM, Multi-Channel Paid Acquisition, Affiliate, Conversion Rate Optimization, A/B Testing, Event Marketing, Google, LinkedIn, Facebook, Twitter</b>	<b>Data &amp; Analytics</b>
<b>Analytics, BI, SQL, Google Analytics, Looker, Sisense for Cloud Data Teams, Tag Manager, Data-driven Approach</b>	<b>Marketing Strategy &amp; Growth</b>	<b>Technical Content Strategy, Growth Marketing Experience, Performance Marketing, Budget Management, Vendor Negotiation, Startup Experience</b>
<b>Industry Experience &amp; Emerging Tech</b>	<b>Healthcare Experience, Developer Community Engagement, n8n, Generative AI, Large Language Models</b>	