# Casey Dale Hensley, MBA

*Growth Marketing | Demand Generation | ABM & AI-Driven B2B Pipeline*

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## PROFESSIONAL SUMMARY

B2B growth marketer with an MBA in Corporate Management and 3+ years owning manager-level budget, strategy, and ABM-aligned demand generation for an industrial pipeline. Partner directly with Sales on lead scoring, MQL-to-SQL handoff, and pipeline conversion. Grew MQLs 75% YoY on a flat budget, built a $4M+ organic pipeline engine, and shortened the B2B sales cycle 15%.

## CORE COMPETENCIES

Growth Strategy & Experimentation • Account-Based Marketing (ABM) • AI Marketing & Automation (n8n, LLM APIs, GEO/AEO) • Paid Media Strategy (Google, Bing, LinkedIn, Meta, The Trade Desk) • Demand Generation • SEO/SEM & Answer Engine Optimization • Marketing Automation (HubSpot, Klaviyo, Salesforce, Zapier) • Analytics & Attribution (GA4, Salesforce, Looker Studio, PowerBI) • CRO & Funnel Optimization • Content Strategy & Buyer Personas • Sales Enablement & Cross-Functional Partnership • Budget Oversight

## CAREER HIGHLIGHTS

- **Owned Pipeline Growth at Manager-Level Scope:** Managed a seven-figure media budget and led end-to-end ABM and digital ad strategy for the industrial segment, growing MQLs 75% and sales opportunities 34% YoY (H1 2026) with zero incremental spend by expanding into YouTube, upper-funnel awareness, and Bing.
- **Pioneered AI & Interactive Demand Gen:** Developed and integrated AI customer service agents, ROI calculators, and an interactive “fan selector” quiz, with the quiz alone generating over $1M in YTD revenue from net-new customers.
- **Built a $4M+ Organic Pipeline Engine:** Led end-to-end SEO through a full 2026 site rebuild (redirect mapping, metadata, and backlink strategy), earning #1 rankings on high-volume commercial keywords, lifting organic traffic 35%, outranking Hunter Fan, Home Depot, Lowe's, and Amazon, and projecting $4M+ in annual pipeline value.
- **Designed Structured Growth Experiments:** Launched a $100K brand awareness test across YouTube, The Trade Desk (CTV), ZoomInfo DSP, and Meta with head-to-head creative variants and a custom brand-lift measurement framework (cross-channel reach deduplication, effective frequency, composite lift index).
- **Owned Analytics & Executive Reporting:** Built executive dashboards across GA4, Salesforce, Looker Studio, and PowerBI, owning attribution from first click to closed revenue, and presented growth strategy and results directly to the CEO and VP of Marketing.
- **Advanced Content & GEO Strategy:** Managed high-converting blog and long-form content for traditional search and Generative Engine Optimization (GEO), developing buyer personas and content strategy to structure content for retrieval-augmented generation (RAG), NLP-based parsing, and vector search retrieval by AI engines.

## PROFESSIONAL EXPERIENCE

**Big Ass Fans - Lexington, KY***July 2023 - Present*

*Digital Marketing Specialist*

- Own B2B industrial paid media and ABM strategy across Google Search, Display, YouTube (ZoomInfo DSP audiences), Shopping, Bing, LinkedIn, and Meta, allocating budget dynamically on performance and lead quality, with ZoomInfo, Madison Logic, and Bombora-powered account tiering, intent data, and segmentation targeting high-intent decision-makers.
- Build n8n automation workflows integrating LLM and third-party APIs (including a weather-triggered Klaviyo email program built from scratch), alongside HubSpot and Zapier flows for nurture sequences, lead scoring, and Sales-aligned MQL-to-SQL handoff that reduced the B2B sales cycle 15%.
- Manage cross-functional projects and agency deliverables through Wrike and Monday.com, holding paid media and SEO agencies to reporting and optimization cadences.

**Digital Impact Marketing - Lexington, KY***Aug 2025 - Present*

*SEO & GEO Consultant (Contract)*

- Contributed to AI and Generative Engine Optimization (GEO) strategy development in initial client planning sessions, building visibility and authority across emerging AI search platforms.
- Led SEO content creation (blog posts, white papers, and landing page copy) backed by keyword research and mapping focused on high-intent queries, directly supporting client base growth.
- Conducted in-depth SEO audits (site structure, schema, core web vitals) to enhance website performance and ranking potential.

## EDUCATION & CERTIFICATIONS

- MBA, Corporate Management (May 2026) & B.S. Marketing (May 2022), Morehead State University
- Google Analytics Certified | HubSpot Marketing Software Certified | Google Ads Certified (Search, Video, Display, Shopping)