

Joshua Hitz

Ventura County, CA | me@joshuahitz.com | joshuahitz.com | linkedin.com/in/joshuahitz

Experienced marketer skilled in lifecycle and growth strategies, with expertise in driving revenue through customer-centricity. A dedicated email marketing specialist, adept at automating workflows, optimizing content, and managing impactful campaigns for lead generation and conversions. Certified in HubSpot Marketing and Sales software.

Professional Experience

Growth Marketing Program Manager – Monitoring Jan 2024 to Mar 2025
Process Sensing Technologies, Inc. (PST) Simi Valley, CA

Industrial precision measurement company generating ~\$45M in revenue averaging 700 employees.

- Audited and restructured CRM lead data in preparation for marketing automation rollout.
- Scoped and initiated implementation of a marketing automation platform to streamline lead capture and nurturing for SensoScientific.
- Analyzed ROI from digital campaigns, web leads, email, and trade shows to guide marketing spend.
- Managed PST and SensoScientific co-branding across all external marketing channels; supported brand design for Rotronic and Isensix.

Marketing Manager Jan 2021 to Jun 2023
Merchant Centric Westlake Village, CA

Customer feedback SaaS company generating ~\$1.5M in revenue averaging 50 employees.

- Led 15+ multi-segmented ABM campaigns, driving \$200K annual revenue growth.
- Implemented HubSpot, resulting in a 40% MQL increase and a 20% SQL increase in engagement.
- Secured coverage in Inc., The Washington Post, and industry publications boosting brand awareness.

Marketing Manager Oct 2018 to Jun 2020
Employment Screening Resources (ESR) Sacramento, CA

Background screening SaaS company generating ~\$10M in revenue averaging 70 employees.

- Developed annual marketing plans ('19 & '20), resulting in an 11% (~\$1M) revenue increase.
- Created automated email workflows contributing to a 25% increase in lead-to-customer conversion rates over a six-month period.
- Oversaw production of ad copy and graphics, aligning brand strategy across internal and external media channels.

Marketing Account Manager Jul 2018 to Sep 2018
Vonazon, Inc. Simi Valley, CA

Digital marketing agency generating ~\$1M in revenue averaging 50 employees.

- Managed branding efforts for eight key clients and executed 10+ digital campaigns.
- Generated over \$20K monthly recurring revenue, focusing on customer pain points.

Trade Marketing Specialist Feb 2017 to Apr 2018
Viking Cruises Woodland Hills, CA

Luxury international cruise line generating ~\$3B in revenue averaging 5,000 employees.

- Developed 6+ creative campaigns with cohesive messaging, winning multiple industry awards.
- Collaborated on 25+ digital assets monthly sent to audiences averaging 50K.
- Crafted evergreen sales presentations, generating over \$200M in future sailings.

Trade Technology Analyst
Viking Cruises

Feb 2015 to Feb 2017
Woodland Hills, CA

- Analyzed sales data, aiding revenue growth by identifying pain points and suggesting improvements.
- Implemented tech for sales and clients, deploying 12+ email communications monthly.
- Provided 50+ revenue reports monthly, enhancing sales insights and goals comprehension.

Education and Certifications

Graduate Certificate in Business Administration
California State University, Northridge (CSUN)

Dec 2018
Northridge, CA

Bachelor of Science in Marketing
California State University, Northridge (CSUN)

Aug 2012
Northridge, CA

HubSpot Marketing Software
HubSpot Academy

Mar 2025
[View Certificate](#)

HubSpot Sales Software
HubSpot Academy

Mar 2025
[View Certificate](#)

Key Achievements

- Integrated acquired brands into parent company's identity, aligning messaging and design across channels.
- Orchestrated ABM campaigns contributing to \$200K growth in first year at Merchant Centric.
- Enhanced revenue by 11% through developing strategic annual marketing plans at ESR.
- Awarded #1 positions in cruise industry with creative campaigns at Viking Cruises.

Skills

Account-Based Marketing • Lead Generation • Demand Generation • Marketing Automation • Analytics and KPI Tracking
• Product Advocacy • Cross-Functional Collaboration • Content Strategy • Brand Management • Project Management •
Ability to Lead • Work Autonomously

Technical Skills

- Adobe Creative Suite: Advanced (Photoshop, Illustrator, InDesign); Basic (Premiere Pro)
- Microsoft Office Suite: Advanced (Word, Excel, PowerPoint)
- ESP: Advanced (HubSpot); Intermediate (Marketo, Account Engagement)
- Salesforce CRM: Intermediate
- Google Analytics: Intermediate
- CMS: Advanced (WordPress)
- Project Management: Intermediate (Jira, TeamGantt, Trello)
- Programming: Intermediate (HTML, CSS); Basic (SQL, PHP, Python)