

# Joshua D. Hitz

Ventura County, CA | [me@joshuahitz.com](mailto:me@joshuahitz.com) | [joshuahitz.com](http://joshuahitz.com) | [linkedin.com/in/joshuahitz](https://linkedin.com/in/joshuahitz)

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Growth & Lifecycle Marketing Strategist

HubSpot + Salesforce | ABM | Demand Gen | Marketing Ops | B2B SaaS & Tech-Driven Industries

Marketing professional with 8+ years of experience building growth, lifecycle, and account-based programs across B2B SaaS and tech-driven industries. Hands-on with marketing automation, CRM workflows, segmentation, and campaign reporting, with experience working across Sales, RevOps, and Marketing to improve engagement, pipeline, and revenue.

## Key Skills

ABM | Lifecycle Campaigns | Demand Generation | Lead Nurturing | Marketing Automation | CRM & Data Hygiene | Campaign Reporting | Funnel Reporting | ICP & Segmentation

## Technical Skills

HubSpot | Salesforce | Pardot | Demandbase | ZoomInfo | Google Analytics | WordPress | HTML/CSS | UTM Tracking | Adobe Creative Suite

## Key Achievements

- Generated \$200K+ in revenue from segmented ABM campaigns.
- Increased MQL volume by 40% and SQL engagement by 20%.
- Led implementation of two marketing automation platforms (HubSpot, Pardot).
- Built lifecycle campaigns and onboarding journeys to improve engagement and retention.

## Professional Experience

*Account-Based Marketing Manager*  
Coretelligent

Jun 2025 to Apr 2026  
Remote

Managed IT & cybersecurity provider (~200 employees, multi-million revenue)

- Executed 12–15 multi-channel ABM campaigns (1:1 and 1:few), primarily targeting financial services accounts across email, phone, LinkedIn, display ads, and direct mail.
- Partnered with Sales to refine ICP and prioritize high-value financial institutions, improving targeting accuracy and contributing to more consistent outbound meeting generation.
- Built AI-driven sales enablement tools to streamline account research and deliver personalized talk tracks, enabling faster outreach and improved prospect engagement.
- Developed persona-based and topic-driven messaging strategies (e.g., AI governance, ransomware, compliance), shifting campaigns toward scalable, reusable outreach aligned with evolving GTM priorities.

*Growth Marketing Program Manager – Monitoring*  
Process Sensing Technologies, Inc. (PST)

Jan 2024 to Mar 2025  
Simi Valley, CA

Industrial precision measurement company (~700 employees, ~\$45M revenue)

- Launched a marketing automation platform, improving lifecycle campaign execution.
- Audited CRM data and workflows to support lead segmentation and ABM strategy.
- Streamlined lead stage definitions and reporting with Sales and RevOps.
- Co-managed brand/content alignment across PST and subsidiaries.
- Partnered with cross-functional teams on lifecycle messaging and ROI analysis.

*Marketing Manager*  
Merchant Centric

Jan 2021 to Jun 2023  
Remote

Customer feedback SaaS company (~50 employees, ~\$1.5M revenue)

- Led 15+ segmented ABM campaigns generating \$200K in revenue.
- Increased MQLs by 40% and SQL engagement by 20% via HubSpot workflows.
- Managed lifecycle campaigns across email, webinar, and paid channels.
- Built reporting dashboards and ran campaign reviews with leadership.

*Marketing Manager*

Employment Screening Resources (ESR)

Oct 2018 to Jun 2020

Remote

Background screening SaaS company (~70 employees, ~\$10M revenue)

- Developed lifecycle campaigns increasing lead-to-customer conversion by 25%.
- Created nurture workflows and onboarding journeys for engagement and retention.
- Launched demand gen campaigns aligned with sales targeting.
- Aligned campaign messaging with sales and client service teams.

*Marketing Account Manager*

Vonazon, Inc.

Jul 2018 to Sep 2018

Simi Valley, CA

Digital marketing agency (~50 employees, ~\$1M revenue)

- Executed lifecycle and demand programs for 8+ B2B clients, generating \$20K+ MRR.
- Managed branding and content delivery across client channels.

*Trade Technology Analyst → Trade Marketing Specialist*

Viking Cruises

Feb 2015 to Apr 2018

Woodland Hills, CA

Luxury international cruise line (~5,000 employees, ~\$3B revenue)

- Created evergreen content and campaigns supporting \$200M+ in future bookings.
- Coordinated 25+ monthly digital assets and managed campaign reporting.
- Developed multi-touch programs and sales enablement materials.
- Led collaboration across analytics, creative, and marketing teams.

## 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](#)