

Kevin Carr

Marketing Leadership | Enterprise Success | Pipeline Growth

(805) 710-2282

kevindannycarr@gmail.com

kvnccr.com

CORE FOCUS

- Servant Leadership
- B2B Demand Generation
- ABM/ABX
- Content Development
- SDR & Sales Alignment
- AI Adoption
- Enterprise GTM Leadership
- Integrated Campaigns
- Revenue Marketing Strategy
- Global Team Development
- Martech & Attribution Architecture
- Executive Stakeholder Management

RECOGNITION

'24 6sense ABM Program of the Year Nominee

CERTIFICATIONS

- Safe Space for LGBTQIA inclusion
- 6sense
- Demandbase
- Google Ads/Analytics
- Meta Ads

ABOUT

Creative B2B marketing executive with **hands-on** experience building programs, driving global demand generation, and scaling revenue orchestration strategies for **hyper-growth** SaaS and enterprise organizations. Proven track record of building and mentoring **high-performing teams**, delivering integrated multi-channel campaigns, and aligning marketing and sales to generate measurable **revenue impact**. Adept at leading up-market expansion, developing executive-level GTM strategies, and influencing **pipeline growth**.

LEADERSHIP EXPERIENCE

NinjaOne / PE-backed SaaS / 2K+ Employees

Sr. Director, Revenue Orchestration (2022-Present)

- Lead global B2B campaigns and steward high-impact GTM initiatives, enabling 70% YoY company growth with a strong up-market focus.
- Drive revenue orchestration across marketing, sales, and SDR teams, optimizing outbound motions and coaching 100+ SDRs.
- Designed and implemented multi-touch attribution architecture across 6sense, Salesloft, Salesforce, and multiple ad platforms.
- Spearheaded enterprise ABM programs that secured multiple Fortune 500 wins, accelerating enterprise market penetration.
- Advising executive leadership on demand generation strategy, budget allocation, and board-level growth metrics.
- Manage and mentor a global marketing team, instilling scalable playbooks, workflows, and performance-driven culture.

Ignitium / ABX Agency / 75+ Employees

Sr. Director, Account-Based Marketing (2019-2022)

- Directed ABM strategy for 15+ enterprise clients, delivering omni-channel campaigns for deals averaging six-figure ACV.
- Delivered measurable results, including 5x increases in target account engagement and accelerated deal velocity across client portfolios.
- Partnered with client C-suites to align sales, marketing, and customer success functions into unified revenue orchestration frameworks.
- Trained and coached client-side SDRs, BDRs, and AEs on advanced ABM practices, improving outreach effectiveness and conversion rates.

Kevin Carr

EXTRACURRICULARS



Published fantasy author,
The Forbidden Parallel



Alumni mentor,
University of Rochester



Board of Directors,
SLO NightWriters



Tee-ball coach,
AGVLL

Ask Me About:

- ✓ Launching B2B programs from scratch and at scale
- ✓ Designing multi-touch attribution that tells a story the Board can understand
- ✓ The secret sauce for campaign execution
- ✓ Building Outbound programs that think outside of the box



LEADERSHIP EXPERIENCE (continued)

Gonzaga University, School of Law

Marketing and Communications Manager (2017-2019)

- Directed omni-channel marketing strategy and brand development, resulting in a 2X increase in applications during a competitive enrollment period.
- Built and led cross-functional creative and communications team, managing digital, print, and social campaigns to elevate national visibility.
- Launched the school's first in-house digital advertising operation, saving \$50K annually while improving campaign ROI by 5X.
- Developed social media strategies that achieved 50% organic growth in audience engagement.

EDUCATIONAL HISTORY

Gonzaga University, School of Leadership Studies

Masters, Communications in Leadership (2021)

Concentration: Digital Media Strategies

University of Rochester, New York

Bachelors of Science, Entrepreneurship (2015)

Self-designed interdepartmental program.

University of Rochester, New York

Bachelors of Arts, English (2015)

Concentration: Creative Writing

PUBLICATION HISTORY

- *Provender Press*, 2025
- *FlowerSong Press*, 2025
- *The NightWriter Review*, 2024
- *Reflections Literary Journal*, 2019
- *Rochester Fringe Festival*, 2016
- *Spokane Coeur d'Alene Magazine*, 2015
- *CITY Magazine*, 2014-15
- *585 Magazine*, 2014-15
- *The Rochester One-Act Festival*, 2024
- *Trestle Creek Literary Journal*, 2012