

Kevin Carr

Revenue Marketing Leader + GTM Growth Portfolio



Last Update: June 2026

Overview

I consider myself lucky to be a digital marketing leader. What other career allows one to be both creative and strategic, ambitious and analytical, influential and impactful? I am a fierce advocate for this industry and enjoy leading and mentoring others to succeed within it.

Kevin's Career at a Glance

- 11 Years of Digital Marketing Experience
- 8 Years of B2B Marketing: Demand Generation, ABM, GTM, Digital Strategy, Project Leadership
- 3 Years of B2C Marketing: Organic Growth, Paid Social Strategy, PR Playbooks, Team Leadership
- 2+ Years of Freelance Writing: Specialized Journalism, Corporate Content, Website Strategy
- 1+ Year of Traditional Publishing (fantasy novel published under pen name in 2025)

The logo for NinjaOne, featuring the word "ninjaOne" in a bold, dark blue sans-serif font. The "n" is lowercase, and "One" is uppercase. A registered trademark symbol (®) is located to the right of the "e".

Leadership role in hyper-growth SaaS company



Leadership role in enterprise B2B orchestration agency



MarCom management role for national brand

GTM Tech, Ad Platforms + Tactics

GTM Tech I Love to Play With

- Claude
- 6sense
- Salesforce
- Userled
- Demandbase
- Qualified
- Sales Navigator
- Hubspot
- Salesloft
- Outreach.io
- Bombora
- Sendoso
- Reachdesk
- Madison Logic
- Zoominfo
- LeadIQ
- Folloze
- Zopto
- Google Analytics
- Supermetrics
- MailChimp
- Constant Contact
- Wordpress
- Hootsuite
- Buffer
- Phantombuster
- & More!

Tactics I Like to Run

- B2B Enterprise GTM
- Outbound + SDR Operations
- ABM, ABX
- LinkedIn + Thought Leadership
- Email Nurture and Sales Sequencing
- Direct Mail + Gifting
- Content Syndication
- Social Media (Organic + Paid)
- SEO (Audits, Monitoring + Execution)

Ad Platforms I Know Well

- LinkedIn Ads
- B2B Display (6sense, Demandbase, etc.)
- Google Ads
- Meta Ads



How to build a B2B rocketship

As a revenue marketing leader at a hyper-growth SaaS company like **NinjaOne**, every day can present new challenges and opportunities. Here's how I positioned ABM at NinjaOne, and a few things I'm proud to have accomplished.

- **Partner with Sales and confront pipeline realities**
 - Lock arms with sellers, learn their motion, and uncover their pain points
 - Build quick wins that establish trust across the org
- **Design an ambitious program that executes**
 - Get your campaigns out the door
 - Deliver on budget, on brand, and on time
- **Iterate, innovate, and scale**
 - Encourage tough questions and innovative thinking
 - Establish a “nothing is precious” mindset
 - Obsess over the details
- **As you scale, recruit the best team possible**
 - Find people smarter than you and enable them to succeed
 - Build a winning culture through kindness, excitement, and execution



Sample 1: Enterprise ABM

Due to respecting company privacy, specific pipeline numbers will not be shared.

From Zero to Scale

Designed and launched NinjaOne's first Enterprise ABM program from the ground up, scaling from a single Account Executive in North America to a team of 16 across North America and EMEA. Central to the program's success was a custom ABM **Tiering strategy** that brought structured prioritization to both sellers and marketers, enabling a sophisticated campaign architecture spanning **1:1, 1:Few, and 1:Many** engagement models. This framework drove true **cross-functional alignment**, integrating digital campaigns, field marketing, channel, and product marketing into a cohesive, account-centric motion.

To ensure the program delivered measurable, compounding impact, I developed and launched a TAL Measurement reporting and monitoring framework that synthesized 6sense intent signals, advertising performance metrics, sales outreach activity, and custom engagement indicators — giving AEs and SDRs a clear, **data-driven lens for account prioritization**.

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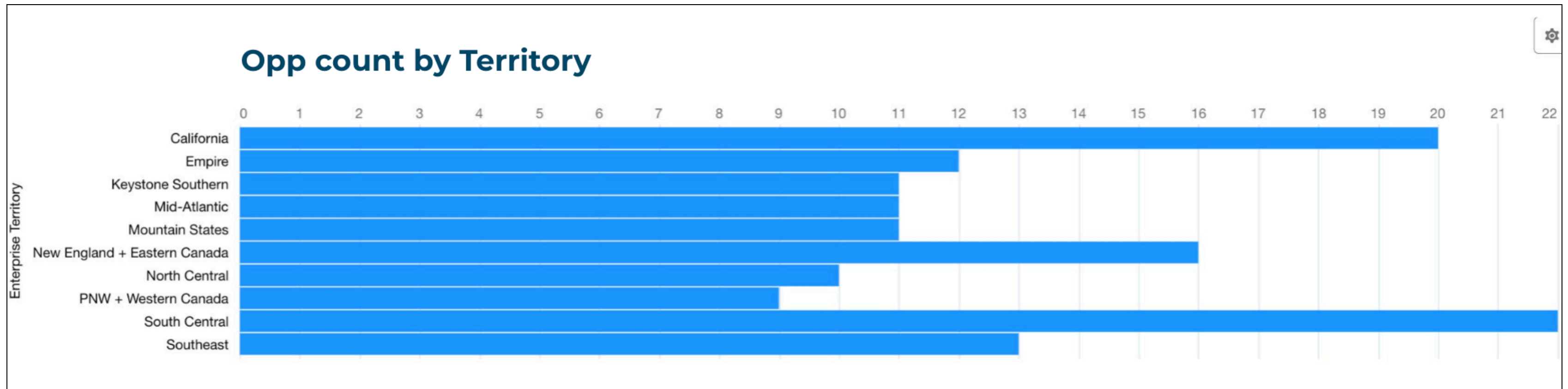
Results 

Sample 1: Enterprise ABM (cont.)

Due to respecting company privacy, specific pipeline numbers will not be shared.

The result was sustained pipeline growth quarter over quarter and year over year, culminating in a **191% increase** in created opportunities from Q1 2025 to Q1 2026.

Quote from **VP of Enterprise Sales**: “I’m all-in on ABM. I have full confidence in you.”



Sample 2: Outbound Success

Due to respecting company privacy, specific pipeline numbers will not be shared.

ABM 5: The outbound campaign that changed everything

Before we fine-tuned ABM to be a scalable, high-volume, best-in-class program, we had all the typical issues that many GTM teams experienced, including low adoption from sales and a general lack of focus and accountability. In response, ABM designed a Monday-morning workflow where **outbound SDRs** picked the five best accounts from their weekly priority reports, creating hyper-alignment, a sort of **fast-action ABM play**, which allowed us to efficiently target and prioritize in-market accounts, particularly those in NAMER who fit our ICP.

Highlights + Results:

- An innovative campaign designed for boosting outbound SDR success
- Launched with a small pilot for ~10 SDRs and scaled to 100+ SDRs
- Compared to non-ABM paid inbounds, this campaign has a cost-per-demo decrease of 98.5%. When comparing to blended inbounds (paid and organic), we have a cost-per-demo decrease of \$800.
- Responsible for thousands of closed demos, the majority directly attributed to the outbound and ABM partnership

Sample 3: MSP Enterprise GTM



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Segment-focused GTM

My team was tasked with targeting and building pipeline with enterprise accounts in the MSP vertical (i.e., Managed Service Providers). ABM collaborated with Sales, Product Marketing, Revenue Marketing, and Design to build a multi-channel, year long initiative. Strategies included personalized 1-1 campaigns, executive plays, custom offers, and more. This grew into the formal enterprise motion the company uses today.

Highlights + Results:

- An ambitious GTM and up-market initiative
- Sourced a target list of ~400 accounts and tiered accounts based on strategies and priority
- Converted ~25% of target accounts, including multiple Tier 0s and Tier 1s
- Scaled program after pilot's massive success; current iteration earned more funding and reports directly to CEO
- 2025 EOY revenue goals were met by August
- YoY success: Q1 2025 to Q1 2026 showed **184% increase** in opps created and **Average Deal Size tripled**

Sample 4: EMEA GTM Innovations

Due to respecting company privacy, specific pipeline numbers will not be shared.

Project Phantom Menace

Any revenue marketer will tell you that EMEA's first concern will always be data. GDPR has added a layer of complexity and concern to an already complicated process. Listening to EMEA's concerns, I designed a play to help alleviate data limitations while also fully respecting GDPR. We used intent signals to monitor "opted out" accounts and enrolled them into ad campaigns, encouraging them to opt back in via inbounds and content downloads.

Highlights:

- A "wake the dead" play for opt outs w/ high intent
- Converted ~30% of target accounts
- Cost-per-closed demo an average of \$45 in Q4 2024
- Program expanded and scaled in 2025
- Eventually handed off to Inbound Marketing team

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Additional B2B/ABM Success (2019 - 2021)

At **Ignitium: ABX Orchestration Agency**, I worked with enterprise accounts to build, pilot, and scale intent-based ABM programs. I learned that B2B marketing requires confidence with persona and funnel-centric strategies, a transparent alignment with sales teams, and clear KPIs, including an ambition to grow and influence pipeline.

Samples of Success

- SaaS (Start-up) in Compliance Industry:
 - Request: Accelerate demand generation efforts
 - Success: 10x growth via LinkedIn Lead Gen Forms using hyper-targeted audiences
- SaaS (Mid-market) in HR Industry:
 - Request: Launch ABM program, influence pipeline, and boost closed/won within 6 months
 - Success: Built target account list based on ICP and closed-won history analysis, developed demand generation strategy on LinkedIn, Demandbase, and Outreach.io, and created \$1mil in pipeline, closing 6-figures in 2nd quarter.
- SaaS (Enterprise) in Healthcare Industry:
 - Request: Prove ABM pilot and scale
 - Success: Launched an ABM program with a target account list and compared results with a control group. All KPIs associated with the ABM group outperformed the control group, and we successfully scaled ABM to the rest of the organization – since having helped close 7-figure deals.

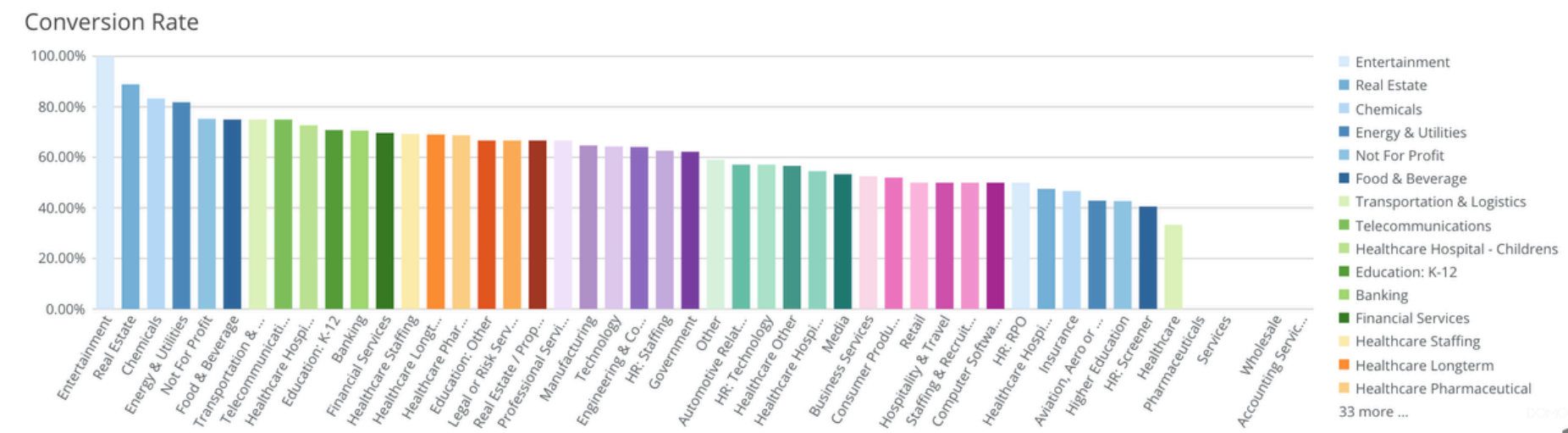
Additional B2B/ABM Success (2019 - 2021)

TAL Creation: ABM programs can be designed for simplicity (small teams, low ad budgets, simple tech stacks) or designed for complexity (large sales teams and marketing departments, advanced sales playbooks, complex tech stacks, enterprise media budgets, data hygiene policies, etc.). Regardless, a successful ABM program must start with a clear target account list (TAL), informed by data and approved by sales leaders.

- Request: Build a TAL from scratch using ICP, industry trends, and sales data.
- Results: 1000 accounts selected for ABM pilot program based on closed-won history, sales opp conversion rates, and ICP.



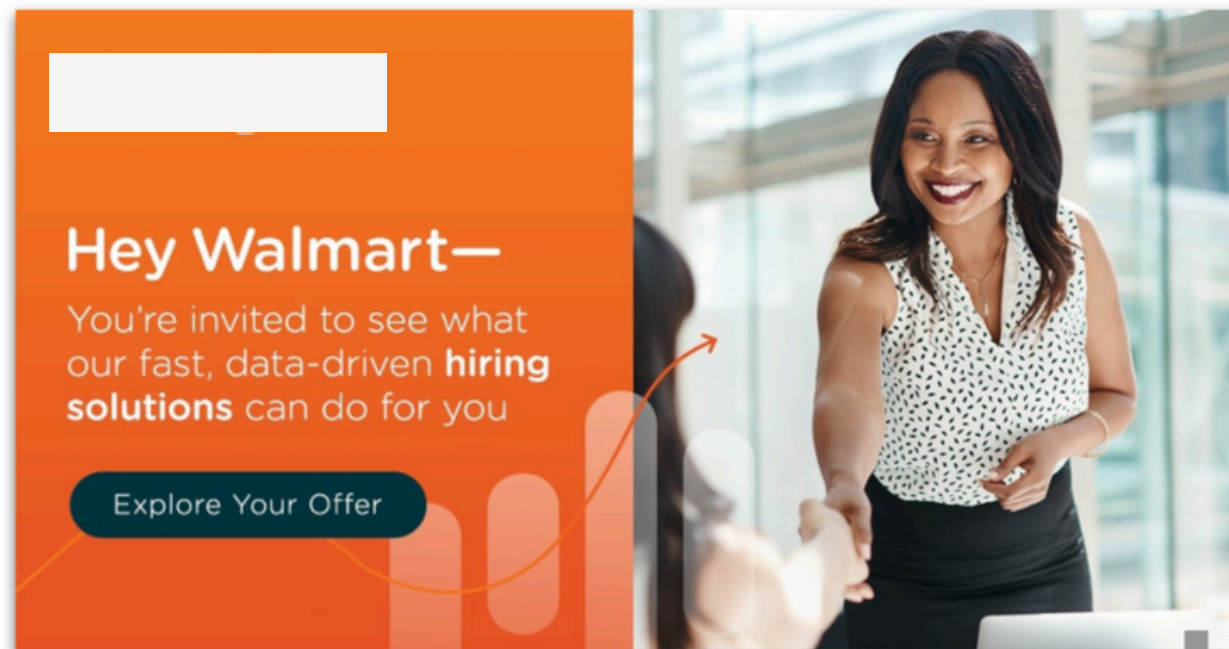
Closed Won History by Industry



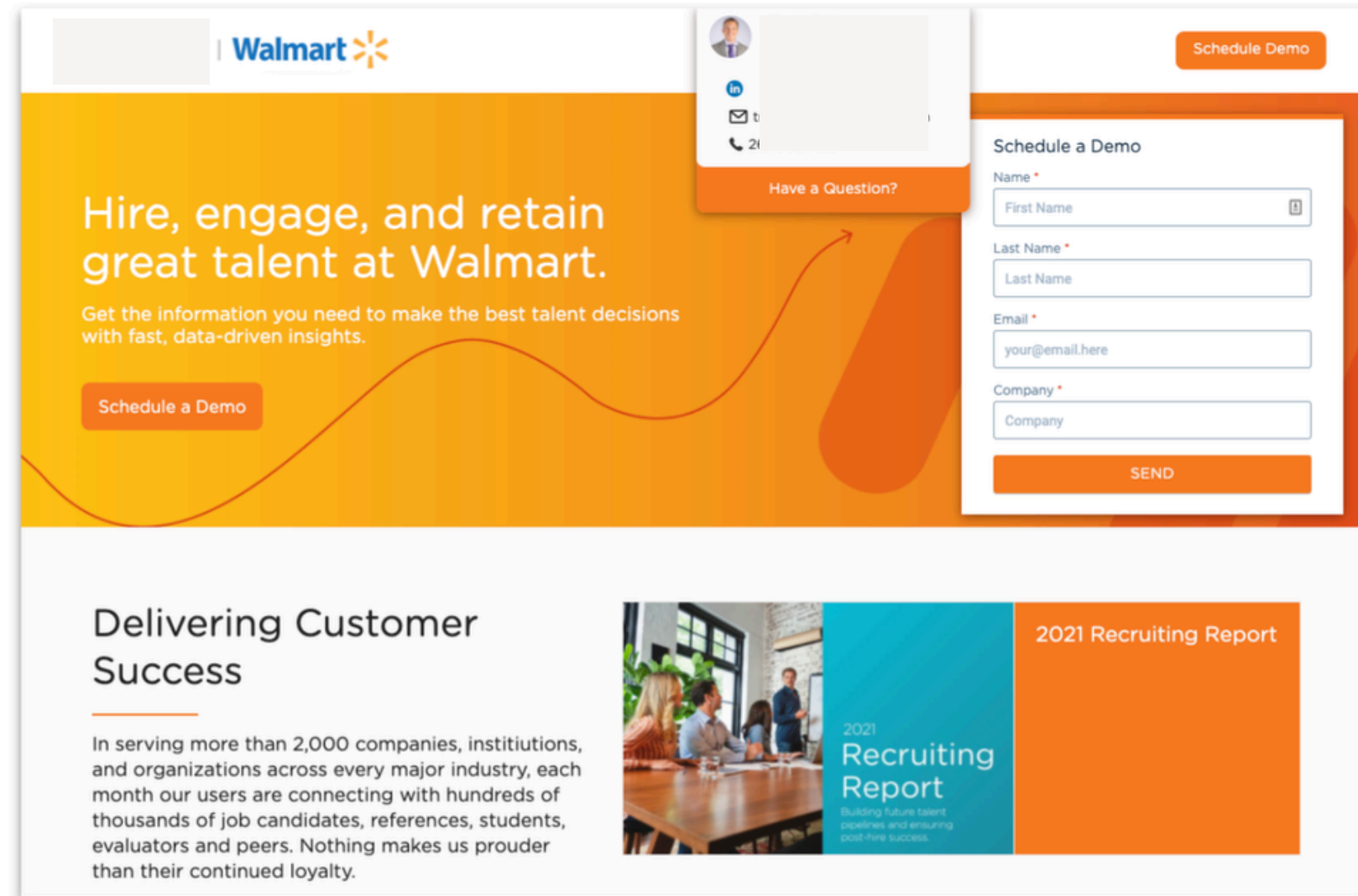
Sales Opp Conversion Rate by Industry

Additional B2B/ABM Success (2019 - 2021)

1-1 Personalization: For this client in the HR SaaS space, I created 1:1 ABM campaigns for their highest priority accounts. We warmed up these strategic accounts for an entire quarter before attempting 1:1 ads. As of this writing, the client (whose logos are covered to protect privacy) have had a meeting with Walmart and have opened an opportunity.



LinkedIn ad leads persona-built audience members to a personalized Folloze content hub.



B2C Success (2017-2019)

Success in B2C marketing requires a deep understanding of the brand, a grasp of the audience (who they are, where and how they spend their time), and the ability to build a strategy for both organic and paid traffic.

At Gonzaga University, I managed all aspects of the law school's marketing and communications initiatives. Here are some of the areas I excelled in during my time as the MarCom Manager.

- Demand Generation: Recruiting prospective students, promoting GU lifestyle to current students, increasing donations from alumni, and influencing voters for school rankings
- Content Direction & Production: Managing long-term and short-term content projects, such as brochures, alumni magazines, and department collateral
- Social Media Strategy: Establishing a full plan for organic social media efforts, including channel selection, posting frequency, brand voice, measurement, and team training/leadership.
- Website Management, Development and SEO: Migrating from an outdated, glitchy Wordpress website to a modern, GU-approved Sitecore website, including refreshing content, photography, and SEO

B2C Success (2017-2019), cont.

Audience Success: After auditing Gonzaga Law's previous year's digital campaigns, I recognized a lack of confidence in its audiences. I decided to first spend time figuring out who we were *really* trying to reach – and who we *weren't* trying to reach. I surveyed incoming students, led a marketing retreat with Admissions and senior leadership, built personas, and sourced student opt-in lists from recent LSAT tests.



- Audience Surveys
- Designed Personas
- Sourced LSAT Lists

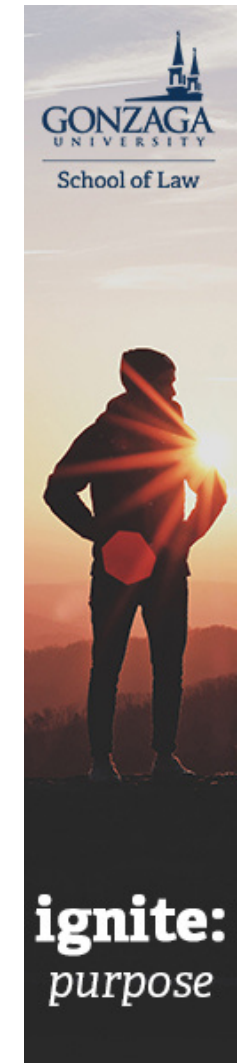
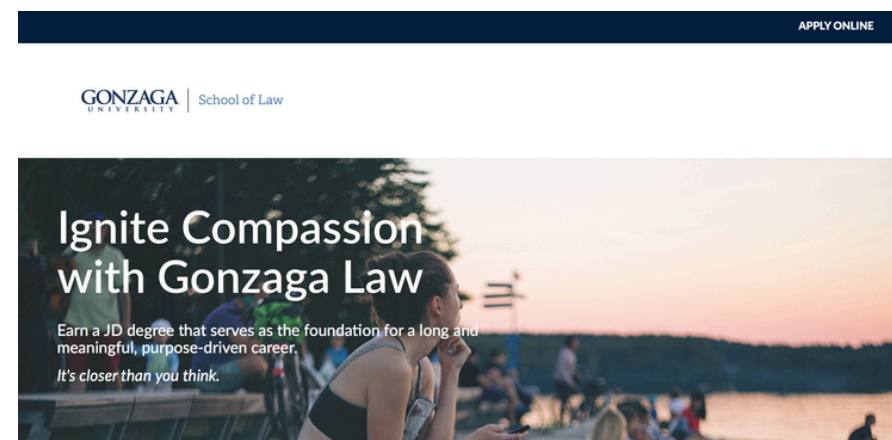


B2C Success (2017-2019), cont.

Data-driven, Innovative Campaign Theme: During our research period, we discovered that prospective law students didn't think or look like *current* law students. They were not as interested in classrooms or courtrooms as much as they were interested in school culture, student opportunities, and geographic offerings. We ditched the predictable "law student look" and met our prospective students where they were: curious and looking into the future.

Ignite: CTR

Display engagement tripled compared to the previous year.



"Ignite" Ad Set

Creative Writing Success

Published Works

- *The Forbidden Parallel*, novel, traditionally published from Provender Press
- *The Musician's Guide to Digital Marketing*, book, self-published
- Short fiction published by FlowerSong Press, The NightWriter Review
- Creative nonfiction published in the 2019 Gonzaga Reflections Journal
- Journalism and freelance work previously published in the New York Post, 585 Magazine, CITY Newspaper, NEXUS NY Magazine, The Inlander, Spokane Coeur d' Alene Living Magazine, and various blogs

BehindTheSetlist.com

- Music journalism platform: 2017 - 2020
- Over 200 articles published featuring writers from all across the USA

Playwriting

- *We Wrote One-Acts About the Internet* performed at the Rochester Fringe Festival (2018)
- *Famous Writers in Hell* performed at the Rochester One-Act Festival; Award Winner: Best Writing (2015)



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Thank you!

Further reading @ kvncrr.com