

GABIE JOSEPH

Pompano Beach, FL | gabyjoe21@gmail.com | 786.877.4377

PROFESSIONAL SUMMARY

Strategic and data-driven marketing leader with 10+ years of experience executing high-performing demand generation, growth marketing, and ABM campaigns across B2B and regulated sectors, including CPG, financial services, and tech. Proven success developing personalized multi-channel strategies that drive pipeline, engagement, and revenue. Hands-on experience in campaign orchestration, outbound activation, content development, and event marketing. Expert at aligning marketing with sales goals and delivering insight-driven performance optimization through CRM and automation tools. Holds an MBA in Marketing & AI Strategy.

TECHNICAL PROFICIENCIES

ABM Platforms & CRM: Salesforce, HubSpot, Marketo, Pipedrive, Constant Contact
Analytics & Automation: Tableau, Google Analytics, Salesforce Automation Journey
Campaign Channels: Email Marketing, Paid Social, Direct Mail, Retargeting, Web Personalization
Content & CMS: WordPress, Shopify, Adobe Creative Suite, Canva
Event & Engagement: Executive Dinners, Webinars, Roundtables, Tradeshows
Collaboration Tools: Google Workspace, Microsoft Office Suite Social Media Ads and
Management: TikTok, Instagram, X (Twitter), LinkedIn, Reddit, and Facebook

CORE COMPETENCIES

Digital Strategy | AI-Driven Marketing | Integrated Campaigns | Brand Development | Influencer Marketing | Social Media Strategy | Event Marketing | E-commerce | Performance Optimization | Budget Management | Data Analytics | Leadership & Team Building | Growth Marketing Strategy | ABM Campaign Execution | Multi-Channel Demand Gen | Content Personalization | Event Marketing & Activations | Sales Enablement | Campaign Analysis & Optimization | B2B Targeting | Revenue Influence Tracking | Marketing-Sales Alignment | Persona-Based Messaging | Lead Nurturing | Cross-Functional Leadership | Paid + Organic Strategy

PROFESSIONAL EXPERIENCE

Sr. Digital Marketing Manager

Intercontinental Cigar Corp. – U.S. Division of Dannemann Group | Miramar, FL | Oct 2021 – Present

- Led growth and performance marketing strategies including full-funnel digital campaigns and outbound prospecting to support B2B and B2C sales.
- Planned and executed account-based marketing campaigns across paid social, email, and direct outreach—generating a 120% lift in engagement.
- Managed internal and external teams including creative, product, and agency partners to deliver integrated campaigns.
- Organized and executed customer appreciation events, brand activations, and roundtable experiences aligned with pipeline goals.
- Built and optimized landing pages, personalized emails, and Salesforce-driven workflows to support segmented outreach.
- Monitored and reported on KPIs including MQL volume, conversion rates, and campaign ROI using Tableau and GA.
- Built and scaled loyalty program, increasing signups and engagement while improving retention rates.
- Oversaw e-commerce platform redesign and integration with third-party vendors to improve UX and drive conversion.
- Improved email open rates by 50% through Salesforce automation journey optimizations.
- Launched influencer and partnership programs, expanding digital reach and brand equity across new demographics.
- Managed product packaging design and development to enhance retail and consumer perception.
- Mentored a growing team of direct reports, managing performance and aligning efforts with organizational KPIs.
- Collaborate directly with international B2B distributor accounts such as 7-Eleven, Circle K, and McLane Company, aligning messaging, launching campaigns, and supporting revenue-driving initiatives.
- Identified trends to optimize spend and improve digital ROI; led strategic initiatives included in annual marketing plan

Sr. Digital Marketing Manager

PR Business (Marketing Agency) | Boca Raton, FL | May 2020 – Mar 2021

- Served as lead strategist for a diverse portfolio of B2B clients, including financial services and SaaS.
- Executed ABM campaigns using CRM segmentation, lead scoring models, and tailored messaging to improve MQL conversion rates by 30%.

- Developed case studies, personalized landing pages, and executive-focused webinars for high-value accounts.
- Collaborated directly with SDRs to align campaign outreach and follow-up sequences for top-tier targets.

Director of Business Development

Sofa Dreams | Dania Beach, FL | Apr 2018 – Sep 2019

- Planned and led integrated campaigns combining influencer, digital, and offline channels to target high-intent accounts.
- Directed affiliate and referral partnerships to expand brand reach and support lead generation initiatives.

Business Development Manager

OYO Hotels | Miami, FL | Oct 2019 – Mar 2020

- Partnered with internal sales to launch outbound campaigns aimed at acquisition of hotel partners.
- Delivered custom presentations and outreach sequences designed to convert high-value B2B prospects.

Marketing Director

Poppell Financial (Voya) | Tallahassee, FL | Oct 2013 – Oct 2016

- Led targeted financial education campaigns, seminars, and personalized content strategies for B2B clientele.
- Improved CRM pipeline efficiency by 20% through segmentation and automated email nurturing.

EDUCATION

MBA, Marketing & AI Strategy — Florida International University, Miami, FL (2024)

BA, English: Editing, Writing & Media (Minor: Business) — Florida State University