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SKILLS

- Revenue & Pipeline Marketing
- Growth Marketing
- Demand & Lead Generation
- Full-Funnel GTM Strategy
- B2B SaaS and Technology Marketing
- Account-Based Marketing (ABM)
- Marketing Analytics and Attribution
- AI Workflow Creation & Automation
- Digital Marketing
- Conversion Rate Optimization
- SEO / AEO / GEO
- Content Marketing
- Sales Enablement
- Sales and Marketing Funnel Optimization

TIM LABARGE

DEMAND GENERATION AND REVENUE MARKETING LEADER

The best marketing doesn't feel like marketing.

ABOUT ME

15+ years building demand engines that generate pipeline and grow revenue. Deep expertise across B2B SaaS, PLG, performance marketing, SEO/AEO, ABM, and AI-driven automation. Consistent record of aligning Marketing and Sales to accelerate deal cycles and drive measurable ARR growth.

WORK EXPERIENCE

Implicit

2024 - PRESENT

AI-native SaaS platform delivering knowledge management and AI-enablement capabilities for commercial and federal users.

Head of Marketing

Product-Led Growth & Pipeline Generation

- **Scaled Implicit platform from 0 → 2,500+ users** by architecting and launching end-to-end PLG strategy: freemium pricing model, acquisition channels, onboarding flows, demos, and in-product education.
- Supported GTM positioning and marketing materials contributing to **first two B2B commercial deals and first six PLG upgrade contracts**, establishing the commercial revenue foundation.
- Increased **qualified website traffic 350%** across organic, AI referral, and paid channels through integrated demand programs.

Demand Generation & Multi-Channel Campaigns

- Built a **content-driven demand engine** across LinkedIn, Reddit, and X targeting technical and AI audiences, combined with an SEO/AEO content strategy designed to rank in both traditional search and AI answer engines.
- Launched the **company AI newsletter, growing readership into the thousands**; produced product and use-case video content with Descript deployed across web, product, and social channels.
- Launched and optimized **hyper-targeted Google Ads campaigns**, driving high-intent traffic with continuous experimentation across messaging and landing pages.

AI-Driven Marketing Operations & Automation

- Built **automated outreach and growth workflows** using Make, Zapier, Claude Cowork, and PhantomBuster to programmatically surface and engage high-fit prospects at scale.
- Implemented an **AI-assisted marketing stack** (Lovable, Bolt, Claude Code) enabling rapid creation of landing pages, campaigns, and interactive product experiences, compressing execution timelines dramatically.
- Led full **company rebrand from Agolo → Implicit** including new website launch in Webflow, knowledge bases, and lightweight web apps built with AI-assisted development tools.

EDUCATION



XAVIER UNIVERSITY

- Masters of Business Administration (MBA)
- GPA: 3.9/4.0



UNIVERSITY OF NOTRE DAME

- Bachelor's of Arts (BA)
- GPA: 3.5/4.0

TECH STACK

- HubSpot
- Marketo
- Salesforce
- Google Analytics
- Google Ads
- Conductor
- BrightEdge
- SEMRush
- Unbounce
- Mailchimp
- Constant Contact
- Claude Code
- Make / Zapier
- Lovable / Bolt
- Webflow
- WordPress
- Squarespace
- Canva
- Figma
- Asana
- Trello
- Slack

CERTIFICATIONS

- HubSpot Inbound Marketing Certification
- HubSpot SEO Certification
- HubSpot SEO II Certification
- Growth Tribe Growth Marketing Certification
- Conductor Searchlight All-Star SEO Certified
- DOD Controlled Unclassified Information (CUI) Training

WORK EXPERIENCE (CONT'D)

CEI

2021 - 2024

End-to-end IT/Tech services consultancy specializing in AI, Data, Cloud, Cybersecurity, Infrastructure, and IT Managed Services.

VP Marketing

Revenue & Pipeline Impact

- Influenced revenue growth for the Technology Solutions BU from **\$34.7M → \$47.4M (37% growth)** over three years through a full-funnel demand and content strategy.
- Enhanced GTM strategy and content marketing to drive 2.5x increase in marketing-sourced leads and **10x growth in marketing pipeline**.
- Built marketing messaging, productization, and branding for CEI Clairvoyance AI Enablement Platform, generating millions in incremental AI-driven pipeline from 2023-2024.

Demand Generation & Digital Performance

- Implemented HubSpot integrated with CRM, enabling full-stack marketing automation, lead nurturing, dynamic personalization, analytics, and attribution.
- Grew organic website traffic 37% (2023) and 41% (2024) through SEO and organic social programs; grew LinkedIn following from 30K → 100K+ followers.
- Cultivated joint marketing campaigns with MSFT, AWS, GitHub, and Sitecore, building market credibility and brand awareness with enterprise buyers.

ConstructConnect

2017 - 2021

Market-leading Construction Tech SaaS platform serving subcontractors, general contractors, manufacturers, architects, and project owners.

Marketing Manager → Marketing Director

- Drove incremental \$5.5M ARR by leading a CRO initiative that increased PPC conversion rates 200% and email conversion rates 32% (ROMI = 4.32).
- Generated 175,000 MQLs across 5 web properties spanning all digital channels, yielding \$27M in net new bookings.
- Led marketing launch of flagship product with GTM strategy and campaigns generating incremental \$2M ARR/month.
- Increased PQLs 6.5x by partnering with Product on behavioral upsell/cross-sell campaigns, and grew organic traffic 46% while ranking on Google Page 1 for 700 new keywords.

Early Career

2010 - 2017

Below are short summaries of the early-career roles that I held, focused primarily on digital marketing, lead generation, SEO, and content marketing.

B2C Retail SEO Manager - TradeGlobal

SEO lead for a retail/ecommerce agency. Managed accounts for 10 global B2C retail brands, **increasing SEO traffic by 38%, and SEO revenue by 42%**.

Digital Marketing Manager - Triplepoint Environmental

Launched HubSpot inbound strategy; increased lead generation 70% YoY and grew sales pipeline 355% YoY.