Michael Agyeman.

Demand Generation Manager · Remote, United States

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Summary

Demand generation manager with nine years in B2B marketing. For the last three I have run the full demand program at HSP Group, which sells global payroll, EOR and entity compliance and competes with Deel, Rippling and G-P. I plan and run the website, email, webinars, events, partner programs, outbound with the SDR and paid media as one program against a pipeline target. This fiscal year it produced about $5M in pipeline and $1M in closed won revenue and beat the target by about 25%. I do the work hands-on and report it in numbers that sales and finance trust.

Experience

HSP Group

Demand Generation Manager | February 2023 to Present

- Built the demand generation program from scratch. This fiscal year it produced about $5M in pipeline and $1M in closed won revenue and beat the pipeline target by about 25%.
- Propose the roughly $400K annual demand budget and allocate it across the website, email, webinars, events, partner programs, ABM and paid media. Own the quarterly campaign calendar and review it with sales leadership.
- EOR vs. entity calculator campaign. Built the calculator with Claude Code and the campaign around it for companies outgrowing Deel, Rippling, G-P and other EOR providers. It has created about $500K in pipeline.
  - Runs through outbound with the SDR, on the Apollo sequences and talk tracks I write.
  - Co-hosted a webinar with an EOR partner and ran its landing page, promotion and follow-up nurture.
- Video campaigns. Created all of HSP's videos, from customer testimonials produced end to end to explainers and thought leadership. One employer of record explainer contributed more than $600K in closed won revenue, and the videos have more than 500K views on YouTube.
  - Sales uses the videos in pitches. I cut them into ad creative for Google Demand Gen and LinkedIn, test the cuts and move budget behind the ones that produce MQLs and SQLs.
- Paid search campaign. Run Google and Microsoft Ads hands-on. A year of paid spend returned 4.6x ($528K closed won on $114K).
  - Rebuilt the core search campaign on exact match, which cut cost per click 40% in a week, from $42.03 to $25.26.
  - Reset the primary conversion to sales accepted leads after reported conversions ran about twice the real count.
  - Fixed a cache problem that loaded every paid click in about 2.7 seconds, now under 0.2, and wrote the script that sends click IDs and UTMs into Salesforce.
  - Scaled Microsoft Ads from about $1K to about $7K a month. It has produced more than $200K in closed won revenue.
- Launched HSP's GateWay technology platform with an interactive product demo I built in Navattic, launch videos and graphics, ads and SDR outreach.
- Run ABM with the SDR across 80+ target accounts. I build the lists, talk tracks and Apollo sequences and run LinkedIn ads to finance titles at the same accounts.
- Overhauled hsp.com with Claude Code: a revamped design, a resource center of ungated guides, new solutions pages, an advisory hub and a partners hub. Shortened lead forms and added a booking step so a form fill becomes a meeting faster.
- Run email marketing in Pardot, and in HubSpot before it. That covers monthly sends to the marketable database, client newsletters, and nurture tracks segmented by persona and service line. I write the copy and built the lead scoring.
- Run the webinar and events programs, from recurring webinars and the SHRM vendor booth to conference speaking slots, executive dinners for target accounts and roundtables for private equity firms. Report the pipeline they source and influence in the biweekly pipeline review with sales.
- Run partner marketing, including the ADP Marketplace listing, co-hosted webinars, sponsored partner events and a paid best-of list placement that returned 4.2x its cost in pipeline this fiscal year.
- One of three people in marketing. I own all of digital, manage the SDR as my direct report, and manage our agency and vendor partners.
- Build AI workflows with Claude Code and MCP servers that handle reporting, page publishing, account research and on-brand organic LinkedIn posts.

Mothership Strategies

Digital Advertising Specialist | October 2021 to February 2023

- Account lead for direct response fundraising and acquisition for political candidates and PACs. Managed a portfolio of 12 accounts with up to $60M a year in paid budget.
- Managed two direct reports across 12 accounts and directed the outside vendors, designers, and developers on each account.
- Ran acquisition across paid search, paid social (Meta, X, TikTok, Reddit, Quora), programmatic display and video through The Trade Desk and StackAdapt, CTV on Roku, Hulu and Amazon, streaming audio, and native placements on Taboola and Outbrain.
- Ran acquisition from sign-up and email capture through first donation, and from first-time to repeat donor, judged on donor lifetime value against acquisition cost.
- Ran conversion lift and holdout tests to check which spend was actually incremental.

10Pearls

Ad Operations Specialist | July 2020 to October 2021

- Ran account based and content syndication programs for enterprise clients, including 6sense, Demandbase, TechTarget and NetLine placements.
- Ran paid media for enterprise clients including Hilton and Tishman Speyer, across search, display, and paid social.
- Set up reporting and attribution in Google Tag Manager and Funnelytics so clients could see which touchpoints actually produced conversions.

Cornerstones

Digital Marketing Manager | June 2019 to July 2020

- Built the digital fundraising funnel end to end: paid social, segmented email workflows, and the landing pages behind them.

Van Bram Agency

Digital Marketing Specialist | August 2017 to June 2019

- Planned and ran integrated digital campaigns to build engagement and brand awareness.
- Marketed SaaS products for agency clients, with pipeline and ROAS attributed to the campaigns.

Skills

Demand generation: Webinars, events and trade shows, partner and affiliate programs, email marketing and lead nurture, ABM with SDR outbound, website and landing page conversion, technical SEO and AI visibility, content syndication, review marketplaces (G2, Capterra), paid search and paid social, budget management

Measurement and reporting: Salesforce, Pardot, HubSpot (deep), GA4, Google Tag Manager, attribution modeling, pipeline sourced and influenced reporting, cost per opportunity, Looker Studio, Tableau

Revenue operations: Salesforce (SOQL, Analytics REST API, opportunity and lead stage modeling), Pardot, HubSpot, Zapier automations, partner referral pipelines, lead deduplication, email program build and deliverability, ZoomInfo, Apollo (sequences and enrichment), speed to lead tracking, Marketo, Clay, n8n, PitchBook

Paid media: Google Search, Display, YouTube, Microsoft Ads, LinkedIn Ads, Meta Ads, Reddit Ads, programmatic (The Trade Desk, StackAdapt), ABM platforms (6sense, Demandbase), content syndication (TechTarget, NetLine), CTV and streaming audio

AI and automation: Claude and Claude Code, MCP servers (Google Ads, Elementor), Google Ads API automation for reporting, keyword research and account QA, Zapier, Salesforce SOQL and REST, scheduled agent workflows, internal tooling for action tracking and content pipelines

Certifications

Meta Certified Media Planning Professional. Meta Certified Media Buying Professional. Google Ads Search. Google Ads Display.

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