



Daniel Pinkston

Experienced Marketer + Aspiring CSM

Seeking the opportunity to leverage my marketing expertise and robust knowledge of the B2B SaaS industry to drive customer retention, expansion, and advocacy.

Education

2007 - 2011

Bachelor Degree in Journalism
at Rider University

Work Experience

Aptivio (2023)

Head of Growth

Took ownership over the full marketing cycle: from top of funnel to acquisition to onboarding, retention and loyalty. Worked collaboratively across internal teams and external vendors.

Justt (2023)

Growth Marketing Manager

Lead demand generation efforts, contributing to \$150,000 in active pipeline, 6 MQLs and \$40,000+ in closed/won revenue. Developed organization-wide personal branding & social selling strategy.

Refine Labs (2021 - 2022)

Performance Marketing Manager

Managed \$3.685M in ad spend, contributing to \$4.686M in captured revenue. Led agency-wide experiment on Reddit & co-authored IP for RL's Vault offering.

Skills

Paid Media



Communication



Data Analysis



Leadership



Problem Solving



Certifications

2022 | Google Ads, Google Analytics

2019 | Digital Marketing, General Assembly

Contact

917-943-8669

dpinkstone@gmail.com

linkedin.com/in/danielpinkston