

Bryce Christiansen

Marketing Leader

Mesa, Arizona

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SENIOR DIGITAL MARKETING MANAGER | FUNNELS, AUTOMATION & CONTENT

Hands-on digital marketing leader with 15+ years of experience building full-funnel growth systems across CRM, automation, webinars, email, content, landing pages, websites, and paid acquisition. Combines team and contractor leadership with hands-on experience across HighLevel and related platforms, Webflow, campaign development, and performance optimization. Record of growing MQLs and marketing-sourced recurring revenue.

Strengths and Expertise

Full-Funnel Digital Marketing · CRM & Marketing Automation (Keap, HighLevel, ActiveCampaign, Ontraport) · Webinar Funnels & Email Nurture · Landing Pages & Conversion · Content & Brand Production · Webflow & Website Strategy · Paid Media & Agency Leadership · Team & Contractor Management

Experience

DAS Technology / Director of Marketing

May 2025 - Aug 2026, Scottsdale

Led digital marketing strategy and execution for an automotive technology company, reporting to the VP of Marketing and partnering across Sales, Customer Success, Product, and Events.

- Increased MQLs by 80% and grew marketing-sourced MRR by 112%, from \$194K to \$413K, in one year.
- Operated as a player-coach, building strategy while personally creating and directing more than 100 webpages, emails, ads, sales tools, and campaign assets.
- Led and coached a Marketing Manager, Graphic Designer, and Reporting Analyst while coordinating agencies and external partners.
- Led integrated campaigns across email, webinars, websites, sales enablement, events, and product-feature messaging.
- Led a company rebrand, WordPress-to-Webflow redesign, strengthening the website, lead nurturing, attribution, and reporting.
- Directed a \$1M NADA campaign across paid media, website, email, sales outreach, partnerships, and live-event execution; generated approximately 3X ROI based on first-year recurring revenue.

PlusThis and Sister Companies / General Manager

Jan 2024 - May 2025, Gilbert

Led marketing, product, and customer support across PlusThis and its sister companies, setting priorities across teams while remaining

hands-on in product launches, funnels, and campaign execution.

- Helped launch multiple SaaS products, including TagGenie, Slottable, and ListDefender.
- Bootstrapped ListDefender from concept to launch, growing it to \$10K+ MRR in its first year.
- Hired, trained, and coached team members while establishing goals, accountability, and operating priorities.

PlusThis / Marketing Director

Sept 2015 - Jan 2024, Gilbert

Led marketing for a bootstrapped B2B SaaS company and helped grow monthly recurring revenue from \$30K to \$217K.

- Owned marketing strategy and budget across full-funnel campaigns, content, email, lifecycle marketing, webinars, websites, social media, events, and paid acquisition.
- Built 100's of webinar and lead-generation funnels spanning landing pages, registration, reminder and replay emails, and post-event nurture.
- Built hundreds of marketing automation campaigns and customer journeys using Keap, HighLevel, ActiveCampaign, HubSpot, Ontraport, and related platforms.
- Created and launched hundreds of campaigns, webinars, courses, guides, promotions, and content programs that generated millions in attributed revenue.
- Created websites, landing pages, email campaigns, webinar programs, sales collateral, and other assets required to start and scale multiple products.

Balanced WorkLife / Marketing Manager / Editor-in-Chief

May 2010 - Sept 2015, Scottsdale

Led hands-on marketing across content, websites, email, social media, automation, and digital campaigns while serving as Editor-in-Chief of MyCareertopia, named one of Forbes' Top 100 Career Websites.

- Created more than 150 articles, 50 webpages, and 20 guest contributions supporting audience growth, organic visibility, and demand generation.
- Earned media coverage and contributed writing to Forbes, Business Insider, and Huffington Post.

Education

W. P. Carey School of Business, Arizona State University / B.S. in Marketing