ALEXIS FABBRI

HEAD OF MARKETING AND GO TO MARKET

Startup Marketing | B2B SaaS and AI | Demand Generation and Revenue Growth

Annapolis, MD | 202-285-6220 | alexisfabbri@gmail.com

linkedin.com/in/alexisfabbri | Portfolio: getunracked.com

I build startup marketing from zero and make it accountable to revenue. I own positioning, demand generation, web, paid acquisition, PR, content, social and lifecycle, connecting each to qualified pipeline and customer conversion. I set the strategy, write the copy, build campaigns and hire the team. Experience spans seed-stage companies through Series B and enterprise technology, with a journalism background that helps me turn complex products into clear reasons to buy.

CORE EXPERTISE

Go-to-market strategy | Product marketing | Demand generation | Account-based marketing (ABM)
Paid search and social | Website conversion and CRO | SEO and AEO | Content marketing | PR and social media
Lifecycle and nurture | Sales enablement | Marketing operations and attribution | Team and agency leadership

PROFESSIONAL EXPERIENCE

AIUTA Nov 2025 - Present

Head of Go-To-Market

Early-stage B2B AI software for fashion brands and retailers | Remote

- Built the marketing function from zero, hiring and coaching a three-person team across social, design and marketing operations. Owned strategy, budget and agency partners across demand, web, paid media, content, PR and events.
- Helped increase marketing-sourced pipeline 86% from August to September 2026 and sales-qualified leads (SQLs) 45% over two quarters.
- Built an inbound strategy across Google Ads, LinkedIn, SEO, content and website conversion. Partnered with Sales and RevOps on ICP, account segmentation, HubSpot routing and attribution to connect acquisition with qualified pipeline.
- Led positioning and product marketing for virtual try-on and AI content production. Created buyer-specific pitches, competitive battlecards, sales playbooks and launch messaging for enterprise retail buyers.
- Wrote and finalized copy for 10 website pages, coordinating conversion improvements, SEO, FAQs and tracking fixes. Created nurture and reactivation messaging plus eight AE outreach campaign plans with persona-led copy and follow-up.
- Owned PR, event strategy and executive thought leadership. Built launch assets across press, social, sales and creative; partnered with the CEO on board and investor GTM narratives.
- Established executive reporting on channel performance, qualified demand and pipeline. Embedded AI-assisted research, content, creative and reporting into recurring work with human review.

BETTERTRACKER Jul 2025 - Nov 2025

Chief Marketing Officer

Seed-stage SaaS spend-management platform for MSP and accounting audiences | Remote

- Built the brand, positioning and category story from zero. Doubled qualified leads in one quarter by sharpening the ideal customer profile and buyer messaging.
- Shifted an event-heavy acquisition plan toward paid acquisition, lifecycle and product-led marketing. Introduced customer acquisition cost (CAC) and payback tracking to guide investment; led and mentored the marketing team.

PROFESSIONAL EXPERIENCE CONTINUED

THUNKABLE
Apr 2023 - Jul 2025

Head of Marketing

Series B no-code and AI app-building platform for business, developers and education | Remote

- Built and led the marketing function across demand generation, paid acquisition, website conversion, lifecycle, content, social, events and sales enablement. Owned strategy and execution across self-serve and sales-led buying journeys.
- Increased subscription conversion 25% through clearer messaging, targeting and funnel improvements, connecting acquisition to paying customers.
- Repositioned the product and rebuilt paid acquisition and account-based campaigns, growing generative AI pipeline 20% and education pipeline 30%.
- Expanded beyond self-serve acquisition with sales-led and ABM campaigns for business and education audiences. Aligned segmentation, product positioning and Sales activation; coached and mentored the team.

TALKDESK
Aug 2020 - Feb 2023

Director of Employee and Executive Communications | Oct 2021 - Feb 2023
Director of Content Strategy | Aug 2020 - Oct 2021

Enterprise SaaS for cloud contact center and customer experience | Remote

- Founded the content marketing program, team and editorial foundation. Directed global content across eight product lines and 20+ regions, translating complex cloud and AI capabilities into clear buyer messaging.
- Developed vertical-specific website content and sales materials for financial services, retail and healthcare, connecting product capabilities to customer use cases and sales conversations.
- Helped guide the global rebrand through content and brand voice. Led executive and employee communications on company strategy for a distributed workforce.

IBM
Nov 2017 - Mar 2020

Content Marketing Director, IBM Federal

Enterprise AI, cloud and cybersecurity | Washington, DC

- Built IBM's first federal content marketing program, producing qualified government pipeline within six months.
- Turned technical capabilities and procurement requirements into content, video and event narratives for federal technology decision-makers.

BOOZ ALLEN HAMILTON
Sep 2009 - Nov 2017

Associate | Government Client Consulting and Communications

- Advised federal clients, including DHS, on communications, public policy, social media and digital engagement. Translated complex programs into messaging for distinct stakeholder audiences.

EDUCATION

American University | Master of Arts, International Journalism
Fordham University | Bachelor of Arts, Communications
Massachusetts Institute of Technology | Certificate, Big Data and Social Analytics

MARKETING TECHNOLOGY

HubSpot | ZoomInfo | Google Analytics 4 | Google Tag Manager | Google Ads | LinkedIn Campaign Manager | Lemlist | Webflow | Figma | AI-assisted research, content and reporting workflows