

Michael Freeman

Strategic Marketing Leader | Demand Generation & ABM | SaaS & Financial Services

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PROFESSIONAL SUMMARY

Commercially driven Marketing Leader with 15+ years of experience architecting high-growth demand generation and Account-Based Marketing (ABM) strategies across the B2B SaaS and Financial Services sectors. Proven track record of aligning marketing with sales and executive leadership to drive measurable revenue growth, including scaling lead conversions by 3x while optimizing digital advertising budgets by 30%. Hands-on expertise in leading high-performing teams, directing cross-channel campaigns, and leveraging advanced MarTech stacks to transform complex market insights into sustainable pipeline growth.

CORE COMPETENCIES

- **Leadership & Strategy:** Go-to-Market (GTM) Strategy, Budget Management & ROI Optimization, Cross-Functional Leadership, Stakeholder Engagement, Agency Management.
- **Marketing & Growth:** Demand Generation, Account-Based Marketing (ABM), Digital Media Strategy, Google Ads, LinkedIn Ads, Meta (Facebook) Ads, SEO/SEM, Content & Lifecycle Marketing.
- **MarTech & Analytics:** Salesforce, HubSpot, 6sense ABM Platform, Microsoft Dynamics CRM, Adobe Experience Manager, Adobe Campaign, Google Analytics, Campaign Automation.

PROFESSIONAL EXPERIENCE

Strategic Marketing Manager

05/2020 – Present

Revelation Software Concepts (Rev-Trac) | Melbourne, Australia

- Architected and directed a global 12-month Go-to-Market (GTM) strategy, partnering closely with regional sales directors to enhance competitive positioning and drive pipeline growth.
- Spearheaded the organization's transition to an Account-Based Marketing (ABM) model, building comprehensive demand generation workflows across awareness and target stages.
- Transformed digital marketing efficiency by optimizing cross-channel performance, resulting in a 3x increase in lead conversions while simultaneously reducing advertising costs by 30%.
- Championed the implementation of the 6sense ABM platform, successfully onboarding and training global sales and marketing teams to ensure tight strategic alignment.
- Managed the end-to-end execution of integrated campaigns, holding full accountability for budget management, cost-effective resource allocation, and maximum ROI.

Head of Marketing (Acting)

08/2021 – 05/2022 · concurrent with SMM role

Revelation Software Concepts (Rev-Trac) | Melbourne, Australia

- Stepped up for a 10-month secondment directing the global marketing function — while retaining the Strategic Marketing Manager role — providing sustained leadership and mentorship for a team of four across brand, content, and digital operations.
- Took full ownership of the annual marketing budget, ensuring strategic allocation across channels to maintain revenue momentum during the transition period.
- Orchestrated cross-departmental alignment, running regular strategy meetings with Sales, Product, and Executive leadership to tie marketing initiatives directly to commercial outcomes.
- Maintained uninterrupted execution of all global marketing campaigns, safeguarding lead velocity and brand presence.

Marketing Executive

07/2019 – 05/2020

Revelation Software Concepts (Rev-Trac) | Melbourne, Australia

- Directed comprehensive cross-channel digital media strategies across Google, LinkedIn, Twitter, and Facebook, driving multi-vertical brand awareness and acquisition.
- Analyzed campaign performance metrics to refine targeting, segmentation, and messaging, consistently improving lead quality and pipeline contribution.
- Partnered with content and design teams to deploy high-impact collateral supporting global sales initiatives.

Marketing Manager

04/2018 – 07/2019

Landchecker | Melbourne, Australia

- Owned the entire marketing function of a proptech startup — strategy, budgets, calendar, and execution across digital and traditional channels.
- Delivered a 300% increase in conversions through digital advertising (Google Display Network, Facebook).
- Ran traditional campaigns including radio (SEN brand-awareness campaign), flyers, and magazine advertising.
- Integrated the CRM to manage sales pipeline and marketing in one system; built data boards for the team and investors.
- Reported metrics and operations to the board and senior management, with budget forecasting and national expansion strategy.

Digital Marketing Specialist

03/2017 – 04/2018

Carlisle Homes | Melbourne, Australia

- Managed digital advertising and social media strategy, budgets, and auditing for a leading Victorian home builder.
- Decreased online advertising budgets by 30% while maintaining results; eliminated email campaign costs by bringing production in-house.
- Launched Microsoft Dynamics CRM, migrating email systems and data; increased Facebook engagement by 8%.
- Managed website redevelopment projects and produced video content for distribution across the business.

Digital Services Lead

11/2016 – 03/2017

First State Super | Melbourne, Australia

- Led a small digital team and the monthly release cycle across internal BAs and external providers.
- Managed the corporate website and multiple microsites; ran seminar and campaign eDMs on the Adobe stack (Adobe Campaign, Adobe Experience Manager, Adobe Analytics).

Digital Services Specialist

01/2016 – 11/2016

First State Super | Melbourne, Australia

- Project-managed marketing and digital initiatives; managed main website and microsite content, digital strategy, and eDM campaigns.

Online Consultant

07/2015 – 01/2016

First State Super | Melbourne, Australia

- Project-managed digital marketing initiatives, enhancing the fund's online presence and digital strategy.
- Maintained the corporate website, microsites, and intranet with regulatory compliance; ran targeted DM and eDM campaigns supporting member engagement and retention.

Digital Marketing Manager

09/2012 – 07/2015

Catholic Super | Melbourne, Australia

- First management role: owned the fund's digital marketing strategy end to end.
- Led the corporate website, email marketing, and digital campaigns for members and employers.
- Brought analytics into the marketing conversation, reporting performance and shaping campaign decisions with data.
- Coordinated internal teams and external agencies to keep digital channels consistent and on-brand.

Digital Communications Specialist

08/2007 – 09/2012

CareSuper | Melbourne, Australia

- Owned the fund's digital communications across web and email; produced and managed website content and eDM campaigns for members and employers.
- Project-managed the redevelopment of the core website; created and managed the CareSuper intranet.
- Developed the fund's social media strategy from the ground up and moved email design and development in-house.

EDUCATION & CERTIFICATIONS

- **Double Diploma of Information Technology** | Swinburne University of Technology
- **Digital Marketing Certificate** | ADMA (Association for Data-driven Marketing and Advertising)
- **Digital Copywriting Certification** | ADMA
- **Adobe Advanced Training** | Adobe Analytics, Adobe Experience Manager, Adobe Campaign
- **ABM Certified** | 6sense