ANDREW HULL

Lehi, UT | 901–826–6058 | andrewhull09@gmail.com | linkedin.com/in/andrew-l-hull

8+ years of experience leading AI-powered GTM and demand generation for high-growth tech and AI/ML organizations. Scaled marketing at GUIDEcx, a B2B SaaS platform, where I built the GTM engine and ABM programs driving 3× pipeline growth and full-funnel attribution. Previously helped build the marketing function at Invisible Technologies from the ground up, contributing to its recognition as the 3rd fastest-growing AI company in the world (Inc. 5000, 2024). Proven track record of managing cross-functional teams and multimillion-dollar budgets to deliver $20M+ pipeline growth and 199% YoY organic traffic gains across global enterprise markets in AI, financial services, healthcare, and eCommerce.

Core Competencies

- GTM Engineering and Go-to-Market Strategy
- Demand-generation
- Integrated Marketing Strategy
- Account-Based Marketing (ABM)

- Content Marketing & SEO
- B2B SaaS & AI/ML Expertise
- Data Analysis & Reporting
- Martech Integration & Optimization

Professional Experience

GUIDEcx – Lehi,UT (Remote)
Director of Content Marketing   January 2025 – Present

GUIDEcx is the first purpose-built customer onboarding platform helping companies deliver faster, more predictable implementations at scale. It has 30 employees and generates $9M in annual revenue from clients internationally.

- Built and scaled an integrated, AI-powered GTM engine connecting Salesforce, HubSpot, Clay, and Apollo to automate lead routing and reporting across 1,200+ target accounts.
- Grew marketing-influenced pipeline 3× by launching data-driven ABM and paid media programs aligned with SDR outbound motions.
- Launched multi-channel demand-generation strategies across international markets, driving $20M pipeline growth for 2024.
- Launched multi-channel demand programs across Google, LinkedIn, and retargeting to increase SQL volume by 40% QoQ.
- Operationalized full-funnel attribution and forecasting in Domo and HubSpot, improving pipeline visibility and conversion modeling.

Invisible Technologies – San Francisco, CA (Remote)
Director of Demand-Generation & Content Marketing   May 2022 – January 2025

Invisible is a B2B tech-enabled services company specializing in training AI models and configuring business operations solutions using AI, automation, and human expertise. It has 150 full-time employees (Partners with equity) and 5K+ contracted Agents globally, achieving $150M ARR.

- Led a team of 3 direct reports and 4 contractors to scale marketing functions, reporting directly to the Chief Marketing Officer (CMO).
- Launched multi-channel demand-generation strategies across international markets, driving $20M pipeline growth for 2024.
- Exceeded MQL targets by 214% in Q4 2023 via optimized LinkedIn paid campaigns.
- Relaunched company website with 25+ pages of original content, resulting in a 199% increase in organic traffic YoY.
- Built a lead scoring framework, improving speed-to-lead by 91% and increasing booked meetings by 42%.

- Drove 360% follower growth on LinkedIn through strategic content syndication in 18 months.
- Managed a $1M marketing budget, delivering 20x ROI on pipeline growth through targeted ABM, paid media, and content marketing campaigns.

Clearlink – Salt Lake City, UT

Digital PR Specialist   January 2021 – May 2022

Clearlink is a performance marketing company connecting brands with international customers. It employs 1K+ professionals and generates $400M+ in annual revenue through innovative digital strategies.

- Worked within a team of 12 and reported to the Director of PR, building and managing digital PR and SEO strategies to drive organic and referral traffic to a leading home safety and security brand.
- Created a new digital PR sponsorship structure, establishing a 6-figure annual revenue stream that contributed to overall department goals.
- Reached an international consumer base by executing global digital PR initiatives targeting diverse markets.
- Secured broadcast segments on nationwide news stations, reaching an estimated audience of 5+M viewers.
- Launched 8 SEO-driven digital PR campaigns in 2021, generating 1K backlinks and significantly improving domain authority and search visibility.
- Promoted core brand messaging in 12+ broadcast interviews, solidifying Clearlink's presence as a leader in the home safety sector.

KSL NewsRadio – Salt Lake City, UT

Lead Producer   May 2017 – January 2021

KSL NewsRadio is Utah's leading news brand, serving a regional audience across 4 states with 100+ employees. The company generates ~$14M in annual revenue through radio, podcasting, and digital news content.

- Managed a team of 5 to produce 30 hours of live weekly broadcasts, contributing to 100K+ podcast downloads organically.
- Supported a peak audience growth of approximately 75% during the COVID-19 pandemic through innovative programming, including expert series broadcasts.
- Developed content strategies that drove regional engagement across 4 states, supporting $14M annual revenue.

Systems/Tools

GTM Engineering & Sequencing: Clay, Apollo
Marketing Automation & CRM: Hubspot, Salesforce CRM, Customer.io
SEO & Analytics: Ahrefs, Semrush, Google Analytics 4 (GA4), Google Search Console
Content Management Systems (CMS): Strapi, Wordpress, Webflow
Data & Reporting Tools: Metabase, Zoominfo, Outreach.io, RB2B, SixSense
Productivity & Collaboration: Microsoft Suite (Word, Excel, PowerPoint), Google Workspace
Advertising Platforms: Google Ads, Meta Ads (formerly Facebook Ads), LinkedIn Campaign Manager
Direct Marketing & Gifting Tools: Sendoso

Certifications

Hubspot Marketing Certification
2x Clay Cohort Graduate: C101 and AI-Skills cohorts
TA for Clay's C101 Course (invitation-only)

Education

University of Utah – Salt Lake City, UT
Bachelor of Science (B.S.) in Political Science