

# Gabriel Santiago

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(646) 991-0929

Raleigh, NC

## Experience

### Marketing Specialist | Economic Impact Catalyst

May 2025 - present, Clearwater, FL

Software for business support orgs - [economicimpactcatalyst.com](http://economicimpactcatalyst.com)

- Created and maintained a unified brand voice and messaging guide used across marketing, sales, and product to ensure narrative consistency.
- Defined product positioning and feature-level value propositions for a SaaS platform serving nonprofits, ESOs, universities, and incubators.
- Launched a website and refreshed core product story; helped establish a consistent inbound engine contributing to 20% MoM web traffic growth.

### Demand Generation Manager | Prometheus Group

April 2024 - November 2024, Raleigh NC

Enterprise asset management software - [prometheusgroup.com](http://prometheusgroup.com)

- Owned GTM plans end-to-end across webinars, email, direct mail, and partners, aligning content, channels, and follow-up to target personas.
- Coordinated partner campaigns (webinars, display, content syndication), resulting in increase in lead generation across co-marketed motions.
- Rebuilt a webinar program, redesigning promotion, sessions, and follow-ups, increasing pipeline value by 20% within 6 months.

### Senior Digital Campaign Manager | Feathr

December 2022 - April 2024, Gainesville, FL

Software unifying display ads, email marketing, and more. - [feathr.co](http://feathr.co)

**Promoted from *Digital Campaign Manager***

- Project managed 50+ client campaigns with CTRs consistently exceeding benchmarks for emails and display ads.
- Served as a hands-on operator across the full campaign tech stack, coordinating copy, creative, segmentation, and reporting.

### Revenue Operations Specialist | Beacon Talent

October 2020 - December 2022, Brooklyn, NY

A talent acquisition and consulting startup - [beacontalent.io](http://beacontalent.io)

**Promoted from *Marketing & Operations Specialist***

- Led a full website rebuild — design, copy, information architecture, and development — to support repositioning and new business acquisition.
- Designed sales enablement assets (decks, collateral, web pages) and defined reusable workflows for campaigns, webinars, and events.
- Established operations using AirTable and Asana as central sources of truth for campaign and client data.
- Defined end-to-end workflows for email campaigns, webinars, and events, integrating automation for a leaner, more measurable GTM motion.

## About

I'm Gabriel, a product marketer who builds the messaging and GTM systems that make complex products easier to understand and sell.

I enjoy turning insights into useful collateral or frameworks and partnering across teams to reach alignment and continue to optimize the work of sales and marketing teams.

## Education

**MS, Marketing**

University of Florida

**BS, Business Administration**

University of Central Florida

## Certifications

**HubSpot Marketing Hub Software**

Expires May 2026

## Skills

AI-agentic workflows, Attribution modeling, Audience activation, Cross-functional collaboration, Customer journey mapping, Data hygiene & governance, Signal-based GTM plays, Process documentation, Project management, Taxonomy management, Workflow automation

**Software:** Airtable, Asana, Autopilot, Claude Code, Clay, Excel, Gemini Gems, Gong, Google Analytics 4 (GA4), Google Tag Manager, Custom GPTs, HubSpot, Notion, Salesloft, Salesforce CRM, Webflow, Zapier