

Max Bailey, MBA | Growth-Focused Marketer

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New York, NY

Experience

Education

M.B.A. | 3.9 GPA

Digital Marketing

Southern New

Hampshire University

B.S. | 3.9 GPA

Marketing

Southern New

Hampshire University

**HubSpot Marketing Software
Certification**

2023

Expertise

- **Automation/AI:** HubSpot Workflows, Marketo, Zapier, GPT-4
- **CRM:** HubSpot, Salesforce
- **Data:** Google Sheets (advanced)
- **PPC:** Google Ads, Meta Business Manager
- **CMS:** Contentful, Webflow, Sitecore, Squarespace

Awards

**Hubway Data
Competition**

Best Overall Student

2017

SMPS Boston Awards

2nd Place | Social Media

2017

Frontify | Associate Director, Customer Marketing | New York | 2023 - Present -----

- **Customer Education:** Engaging enterprise client audience at scale with product-focused webinar, email, in-app, and content marketing campaigns.
- **Marketing Automation:** Demonstrating a high-level of practical skill in HubSpot Workflows, Zapier, and AI-assisted automation through GPT-4 plug-ins.
- **Customer Insights:** Driving organizational change through customer surveys and AI-analysis of G2 reviews to validate product positioning.

Aircall | Team Manager, Customer Marketing | New York | 2021 - 2023 -----

- **Product Evangelism:** Led an agile team to produce 7+ webinars—averaging over 1000 SMB customer registrants—to drive 6+ months longer retention from engaged customers. Created interactive resources to speed up onboarding.
- **Customer Advocacy:** Raised thousands of positive customer reviews across G2, Google, Capterra and other sites. Facilitated hundreds of customer referrals through an automated refer-a-friend program using PartnerStack and Workato.
- **Lifecycle Marketing:** Developed email nurture strategy, including advanced usage of Marketo and Zapier automation, to guide customers through their first year at Aircall and drive key interactions.

Aircall | Online Acquisition Specialist | New York | 2019 - 2021 -----

- **SEM:** Managed Google Ads and Bing search campaigns, and directed agency partners to execute keyword and ad group strategies, with focus on achieving bottom-funnel sales metrics with SMB audience.
- **SEO and Website Management:** Led content contributors, freelancers, and web developers to enhance website user experiences, implement CRO strategies, and improve search rankings.
- **Digital Marketing:** Collaborated with regional sales and global cross-functional teams to execute paid social, display ads, and email campaigns, while tracking attribution and reporting on data and pipeline target achievement.

Handshake (acquired by Shopify) | Marketing Coordinator | New York | 2018 - 2019 -----

- **SEO:** Improved average SEO position through intent-driven keyword research, technical audits, and on-page SEO enhancements.
- **Demand Generation:** Built Marketo programs to automate lead generation activities. Used Salesforce to monitor campaign influence.
- **Content Marketing:** Created case studies and other downloadable collateral. Wrote blog posts and product pages in Webflow CMS.

CDM Smith | Marketing & Communications Specialist | Boston | 2016 - 2018 -----

- Managed and analyzed brand engagement across social media platforms, and regularly presented insights to CMO and CEO.