

PARKER POAGE

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MARKETING, REVENUE & BUSINESS OPERATIONS

Sales, Marketing, Analytics & Applied AI

9+ years across sales, marketing, analytics and business operations. Promoted three times at NewsBank, now leading marketing operations, CRM strategy, analytics, martech and vendor management across NewsBank and Readex. I use applied AI extensively to build executive reports, analyze large datasets and create workflows that solve real business problems, including a contact-enrichment connector that matches new contacts to likely accounts and sales owners using email-domain and CRM data.

PROFESSIONAL EXPERIENCE

NewsBank, Inc. & Readex - Multi-brand B2B digital information company (Remote)

Manager, Marketing Operations & Analytics

Oct 2024 to Present

Senior Marketing Associate

Mar 2022 to Oct 2024

Marketing Associate

Jan 2021 to Mar 2022

Promoted three times since joining as an intern. Lead marketing operations, CRM strategy, analytics, martech and vendor management across NewsBank and Readex, reporting directly to the CMO and connecting Marketing activity to Sales and revenue.

- Led the company-wide migration from Acoustic to Klaviyo across four brands. Evaluated five platforms, built the business case and presented the recommendation to senior leadership. Directed 30+ contributors through go-live with zero campaign downtime and substantially reduced annual platform spend.
- Built a churn early-warning system and the company's first account-level attribution log, linking marketing engagement to renewals and closed revenue across a portfolio with a 97% renewal rate.
- Built AI-assisted reporting, research and CRM-enrichment workflows, including a connector that uses email-domain and CRM data to match new contacts to likely accounts, account numbers and sales owners. Use AI routinely to turn messy or incomplete data into usable reports and faster decisions for Marketing and Sales.
- Manage cross-channel marketing analytics across four brands and serve as a primary internal owner of the Klaviyo platform. Help shape martech budgets and make spend recommendations to CMO and VP leadership, with final spending decisions made by executive leadership.
- Raised campaign frequency from monthly to several times per week while lifting blended open rates from 12% to 36%, with top campaigns above 70%. Rebuilt segmentation, automated flows and send strategy, then used engagement data to show Sales where marketing activity was contributing to pipeline.
- Rebuilt email sender reputation from 32 to 71 in six months by auditing 190,000 CRM records and isolating 120,000 verified marketable contacts. Built and manage the Klaviyo environment behind 3,298+ campaigns and 5.2M+ sends, and have delivered 100+ trainings across teams and business units.

Yonder LLC - Marketing, Media & Client Operations Consultancy

Founder & Principal

2025 to Present

- Founded Yonder LLC to provide marketing, media production, executive client support and business operations services for a physician-led concierge health and wellness practice.
- Manage high-profile client accounts, including C-suite executives, high-net-worth individuals, and current and former federal officials.
- Serve as sole on-site producer for multiple national television appearances on Fox & Friends, managing equipment, staging, logistics and communications during live broadcasts.
- Manage social media channels, produce and host a twice-weekly live video series, and independently source and coordinate podcast collaborations with prominent creators and media partners.

NewsBank & Readex - Naples, FL

Account Manager, International Schools Division

Jan 2019 to Jan 2021

- Managed a 14,000-school market spanning 154 countries. Built the territory strategy from scratch, segmenting prospects by tuition level and time zone, and grew pipeline roughly 170% in the first year.
- Retained all but six client accounts during COVID-19, even as 80% attempted to cancel, and grew pipeline another 20% by expanding into four new countries through targeted digital content.
- Planned and booked a six-country, 34-appointment European sales tour, handling prospect outreach, scheduling and logistics end to end.

NewsBank, Readex & GenealogyBank - Naples, FL

Account Sales Representative

May 2018 to Dec 2018

- Worked under the company's top sales representative and led a client digitization initiative that replaced outdated archival systems, retained 100% of customers through the transition and generated unexpected new sales.

Multi-Company Intern

May 2017 to May 2018

- Completed a rotational internship across three affiliated companies, shadowing 70+ executives and finishing with a 40-hour Professional Selling Skills program and field visits alongside the company's top sales representative.

CORE SKILLS & TOOLS

Applied AI & Automation: AI workflow design, prompt engineering, AI-assisted research and analysis, executive reporting, CRM data enrichment, contact-to-account matching, workflow automation, ChatGPT, Claude, Gemini

Revenue & GTM Operations: Revenue operations, sales enablement, lead management, lifecycle strategy, segmentation, funnel and pipeline analytics, account-level attribution, churn-risk reporting

Marketing Operations & Martech: CRM strategy, marketing automation, campaign operations, platform migration, martech stack management, vendor evaluation and contract negotiation, email deliverability, Klaviyo, Acoustic, Kickbox, HubSpot

Analytics & Reporting: Executive KPI dashboards, cross-channel analysis, Google Analytics, Looker Studio, advanced Excel, attribution, data governance

Leadership & Business Operations: Cross-functional program leadership, executive communication, business-case development, stakeholder alignment, training and enablement (100+ sessions delivered)

CERTIFICATIONS

- **Klaviyo:** Digital Marketing, Deliverability, Practitioner and Strategist Certificates (2026)
- **HubSpot Academy:** Email Marketing Certificate (2026)
- **Google Data Analytics Professional Certificate** (2026)
- **LinkedIn Learning:** AI in Marketing & Business, five-course series (2024)

EDUCATION & LEADERSHIP

Bachelor of Business Administration, Business Management, Mays Business School, Texas A&M University, 2018

Hollingsworth Leadership Certificate - Top Corps of Cadets leadership honor; four-year selection process

Ross Volunteers - Honor Guard of the Governor of Texas

Growing Associates in Naples (2019) - Youngest of 40 Collier County professionals selected for a government and community leadership program