

DENNY PHILLIPS

AWARD-WINNING BRAND, CREATIVE & MARKETING LEADERSHIP

Austin, TX / Remote • 412-427-2711 • den.phillips@gmail.com • dennyphillips.com • linkedin.com/in/dennyphillips

EXPERTISE

- Brand Strategy, Identity & Voice
- Creative Direction & In-House Studios
- Product Marketing & Positioning
- Full-Funnel Demand Generation
- Integrated Campaigns (Web, Video, Social, Events)
- Corporate & Executive Communications
- Team Building & Retention
- AI-Native Marketing Operations

BRANDS & COMPANIES



RECOGNITION

70+ career awards — Webby, One Show, Andy, Effie, W3, Communication Arts, IAC, OMMA, Appy, Addy, MarCom & Hermes. 24+ in 2025 (15 MarCom, 6 Hermes). Featured in Ad Age, Adweek, Mashable, recode & SXSW.

CERTIFICATIONS

- NICA Level 2 MTB Coaching
- Wilderness / Trail Emergency Medicine
- CPR

EDUCATION

The Art Institute of Pittsburgh
Bachelor's Degree, Advertising Major, Computer Animation & Multimedia Design

Marketing and creative leader with 25+ years building and scaling brand, creative, and marketing across enterprise B2B SaaS, consumer, and agency. I set brand identity, voice, and positioning, run product marketing and full-funnel demand, and build in-house studios and marketing organizations that ship at scale, most recently a 50+ person team with 0% voluntary attrition over three years. I have taken ventures from zero to acquisition (Atlas to Peloton; CECity to Premier for \$400M) and helped grow an enterprise brand from roughly \$400M to \$800M. An AI-native operator who unifies the martech stack (Claude Code, Cowork, Salesforce, HubSpot, Frontify, Asana) so a lean team punches far above its headcount.

PROFESSIONAL EXPERIENCE

CLEAResult • Austin, TX

2017 – 2026 (9 years)

Head of Marketing / Senior Director, Brand, Digital & Creative

Nation's largest energy-efficiency provider; 3 brands, 3,500 employees; ~\$800M company

- Owned demand generation and pipeline as a core mandate: grew organic search impressions 2,817% (1.2M to 35M), ranked #1 for high-intent terms, and drove inbound pipeline from Fortune 500 buyers (Samsung, FedEx, Meta) worth millions in organic TCv, with ABM segmented by renewals, no-bids, up-for-review accounts, hand-raisers, and potential LTV tracked end-to-end through Google Analytics, Ahrefs, and HubSpot.
- Brought ROI discipline to every channel and campaign investment: owned customer-acquisition-cost (CAC) discipline, supported only the tactics whose acquisition cost fit the profit margin, and concentrated ABM on the highest-value accounts, including million-dollar enterprise deals, where the economics justified a targeted, high-touch approach.
- Elevated the narrative and messaging to resonate at the executive level, marketing enterprise B2B SaaS into the regulated utility industry: led product marketing, positioning, and sales enablement for CLEAResult ATLAS®, a white-label SaaS platform licensed by the nation's largest utilities to process hundreds of millions in rebates, owning UX and 1,500+ user stories to arm Sales with the C-suite-ready story and value propositions needed to win enterprise deals.
- Partnered closely with Sales and the revenue organization on pipeline, enablement, and reporting: built a competitive intelligence dashboard in HubSpot and Salesforce as a single source of truth, aligned customer-facing teams to reduce funnel friction, and reported marketing performance to the C-suite and board through Monthly Business Meetings and Quarterly Business Reviews.
- Owned brand identity, voice, and market positioning across a multi-brand architecture, sharpening the story that differentiated the company; built and governed the enterprise brand system in Figma and Frontify with multi-brand guidelines, reusable asset libraries, and ADA-compliant standards across US/Canada.
- Built thought leadership and executive-level content that built credibility with senior buyers before Sales entered the room: created content strategies and monthly educational webinars, repurposed into social bites and YouTube shorts, and directed story-driven campaigns across web, video, podcasts, and press/media.
- Owned strategy and execution for the annual CLEAResult Energy Forum, a 3-day flagship event that brought clients and prospects from across North America together, generating a year-round pipeline of content fueling webinars, editorial, video, and social, evaluating and prioritizing opportunities based on visibility and relationship value.
- Evolved the marketing tech stack to scale efficiently: built automation with Claude Code and Cowork unifying Salesforce, HubSpot, Frontify, and Asana to automate demand generation, surface high-intent hand-raisers, and guide next-best actions so a lean team delivered enterprise-scale output.
- Partnered with Product on go-to-market positioning and launch strategy, leading cross-functional pods spanning Product Marketing, Creative, Marketing, UX, SEO, and Analytics to own the integrated marketing motion end-to-end.
- Led, coached, and grew marketing across two org structures during my tenure, a 50+ person Client Marketing organization and a 20-person Corporate Marketing organization, bringing structure, intake process, SLAs, and capacity planning to the function while sustaining 0% voluntary attrition for 3 consecutive years.

T3 · Austin, TX

2007 – 2017 (10 years)

Creative Director

Agency creative leadership for national brands

- Served as lead creative and presenter for the T3 new-business team, pitching C-suite decision-makers with public speaking, storytelling, and technological innovation to win Fortune 500 accounts including 7-Eleven, Pizza Hut, Sprite, and H-E-B, acting as an active public face for the agency's most high-stakes work.
- Represented the craft beyond client work at high-profile industry events, including a 2016 SXSW panel on wearable interface design that engaged industry audiences on emerging creative and technology, building market presence.
- Led marketing and commercial brand creative for Spiceworks (IT/developer community), building brand and messaging for technical, developer-first audiences and directing cross-functional teams and multi-million-dollar production budgets.
- Directed brand campaigns and creative strategy for national brands including The Coca-Cola Company, Sprite, Pizza Hut, H-E-B, 7-Eleven, Dell, DirecTV, Chase, and Allstate.

Startup, Venture & Acquisition

2003 – 2016 · Capital Factory (via T3) + health-tech exit

Brand & Creative Lead — Ventures, Incubation & Exits

Branded and built early-stage ventures and a health-tech platform across the full arc from zero to market to acquisition, inside Austin's Capital Factory (via T3) and earlier in-house in Pittsburgh.

- Atlas Wearables (acquired by Peloton): named and branded a motion-tracking fitness wristband that automatically recognized exercises before the Apple Watch shipped; the brand fueled two successful crowdfunding campaigns and a shipped product line (Wristband, Wristband 2, Shape).
- Plum by Ube: named and branded an Austin smart-lighting startup whose Wi-Fi Lightpad dimmer and app won the 2012 DEMO Startup People's Choice Award, ran through Techstars and the SXSW Accelerator, and crowdfunded roughly \$693K with Amazon as its first volume reseller.
- Jolt Sensor: branded and positioned a wearable that detects potential concussions in youth athletes in real time, driving national media attention for a mission-driven health-and-safety product.
- CECity (Pittsburgh): built and led brand, marketing, and the creative studio for a healthcare continuing-education and quality-improvement platform, including a regulated CME program for Novo Nordisk, that was acquired by Premier, Inc. for \$400M.

Brunner · Pittsburgh, PA

1999 – 2002 (3 years)

Sr. Art Director

Agency Creative — Early-career creative and advertising

- Delivered award-winning and nationally recognized brand and advertising work for Zippo, PPG, Eaton / Cutler-Hammer, Abreva, WWE, and American Eagle.

LEADERSHIP & COACHING

NICA — Level 2 Mountain Bike Coach · Lead Coach, Bronze · 2021 – Present

- Lead coach for a 50-rider pod each season across grades 5–12, running three practices a week (Tue / Thu / Sat).
- Built a rider skills-assessment system and structured progression framework to move riders toward the next tier (Silver).
- Created age- and skill-tailored training plans; developed a web app that lets other coaches build custom practice plans.