

Robert Rupp

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Head of Growth Marketing

B2B SaaS Founder & growth marketing leader with 15+ years of full-stack pipeline architecture. Builds and leads high-performing teams. **\$116M+ marketing-attributed revenue in agency and full-time roles.** **512% inbound lead growth. Market share 15% to 45%.** Operates the full stack: HubSpot, paid media, ABM, SEO, sales enablement. Leverages AI to streamline business operations and activate growth.

SKILLS

ABM, Data Analysis, Demand Generation, Email Marketing, Field Marketing, Google Ads, Growth Marketing, GTM Strategy, HubSpot, Inbound Marketing, Lifecycle Marketing, LinkedIn Ads, Marketing Analytics, Marketing Automation, Marketing Leadership, Marketing Operations, Media Buying, Product Marketing, Programmatic Advertising, Revenue Attribution, Sales Alignment, SEO, WordPress

WORK EXPERIENCE

Doodle Labs • 07/2026 - Present

Head of Growth Marketing • Full-time

- Launching ABM program from zero against 600+ enterprise, defense-OEM, and federal accounts; tiered in HubSpot, 4-6-touch sequences, programmatic + LinkedIn audiences.
- Building Doodle Labs' inbound engine from scratch with gated content offers, nurture sequences, and an SEO/GEO/AEO program off a full Semrush/GSC/GA4 audit.
- Driving thought-leadership and PR demand for a deep-tech RF/hardware audience: "State of Drones" whitepaper campaign, a net-new webinar program, and an 8-segment email program.
- Automating always-on cross-channel reporting across 29 reporting dashboards to kill a week-long manual monthly cycle, and ran a full martech/attribution stack evaluation.

Robert Rupp Consulting • Houston, Texas • 05/2020 - Present

Fractional Leadership / Consulting

- **EnQuest Energy Solutions:** Led the marketing function, scaled a HubSpot instance spanning two active sales pipelines (74 deals, ~\$300M+ tracked opportunity), activated playbooks for segmentation, lead-source attribution, inbound routing, and lead scoring.
- **Turnkey Hospitality:** Led sales and marketing functions, rebuilt company website, created sales enablement infrastructure (playbooks, training, automation), implemented HubSpot CRM for campaigns, customer journey segmentation, and automated workflows.
- **Castle Biosciences:** Unified 27 digital data sources into one platform to resolve spend and attribution issues; performed technical website audits that lifted domain authority from 34 to 36, improved search volume 101%, traffic +34%, and lead volume +267% (+354 sales).
- **PV Hardware:** Managed a \$1.3M US marketing and communications budget, maintained company website, executed press releases, assisted in launch of a new US manufacturing facility.

NCS Multistage • Houston, TX, USA • 12/2021 - 10/2023

Head of Marketing • Full-time

- Led a high-performing 5-person marketing team that generated \$37.1 million in marketing-attributed revenue within 1 year using ABM, marketing events, social media, and paid ads

- Leveraged thought leadership and social media marketing to grow LinkedIn presence by 61% within 6 months, generating a 512% increase in marketing qualified leads
- Executed growth marketing / account based marketing playbooks that lifted market share from 15% to 45% within 6 months through coordinated search, social, and retargeting

Vortex Companies • Houston, TX • 04/2018 – 05/2020

Digital Marketing Director • Full-time

- Generated \$27.9 million in marketing-attributed revenue through integrated ABM strategies, content marketing, SEO, and paid advertising aligned with sales objectives
- Worked with operations and sales teams to create the shoptrenchless.com marketplace, streamlining ordering processes and enabling automatic equipment refills that generated \$500K avg MRR
- Implemented paid social and search marketing campaigns that produced a 491% increase in inbound leads, enabling the team to close more deals with higher-quality prospects

Baird Consulting, LLC • Annapolis, MD • 01/2016 – 04/2018

Co-Founder / Demand Gen Lead

- Partnered with agency clients to generate \$51 million in revenue with integrated campaigns, marketing strategy, digital marketing campaigns, and event management
- Collaborated with Gondola Skate, Principe Industries, Vortex Companies, Case Mason Filling, and St. Mary's Catholic School to develop customized marketing strategies
- Executed targeted marketing programs to help clients attract qualified prospects, guide them through the customer journey, and convert them into buyers

DZINE9, LLC • Williamsport, PA • 02/2011 – 01/2016

Founder & Technical Lead • Contractor

- Founded and scaled digital marketing agency offering data warehousing, managed hosting, website design, sales funnels, landing pages, and integrated email marketing campaigns
- Collaborated with clients to build revenue-generating websites, sales funnels, and lead generation systems that supported their growth objectives across various industries
- Successfully exited business in 2016, selling technology platform and client assets to Ozias Oilfield Solutions (Houston, TX), facilitating smooth transition for all existing customers

PROJECTS

Pet Monitor (PetMonitor.ai) • 04/2026 – Present

Built and launched an AI pet-health SaaS; grew to 500+ users at 20% visitor-to-signup conversion

CEU Builder (CEUBuilder.com) • 10/2025 – Present

Founded and built an AI-powered CEU course development platform for A&D manufacturers

CERTIFICATIONS

Hubspot Adademy: Inbound Marketing, Social Media Marketing, Digital Marketing, Sales Management, Marketing Software, SEO I and II | Google: AI & GA4 Certified