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SKILLS

- Marketing Leadership
- Project/Team Management
- Lead Generation
- Channel Marketing
- Multichannel Campaigns
- Marketing Automation
- Web and App Development
- CRM Integrations
- SEO, GEO, Analytics
- Conversion Optimization
- Team Mentoring

TECHNOLOGY

Adobe Photoshop
Bing Webmaster Tools
Calendly
Canva
CSS, HTML, JavaScript, PHP
Cvent
Excel VBA
Google Ads, GA4, Search Console, Tags
GoToWebinar
Hootsuite
HubSpot CRM, CMS, Email, HubL
Intercom
LinkedIn Campaign Manager
Mailchimp
Meta Business Suite
Microsoft Copilot, Teams
Monday.com
Movavi Video Editor
Oracle Eloqua
Schema.org structured data
WordPress, WooCommerce

ROBERT S. JOSEFS

Senior Marketing Leader | MarTech and Web

PROFILE

Hands-on senior marketing leader with 20 years of experience spanning digital strategy, marketing technology and multi-channel campaigns that generate leads. Known for taking ownership, moving quickly and bringing both the creative and technical sides of marketing together. A natural mentor who values honesty and teamwork.

CURRENT EXPERIENCE

Marketing Operations Manager | 2016 – November 2026
Celerant, *Retail software and eCommerce provider*

Own the company's web and marketing technology ecosystem across websites, CRM, email automation, analytics, SEO and GEO, and AI. Lead web and plugin development, structured data (Schema.org), security, hosting, integrations, and optimization. Manage 50+ core webpages, 300+ blog posts, hundreds of video, partner, event, newsroom, and success story pages, plus the client portal, conference website, and mobile app.

Develop custom marketing tools and integrations to support lead generation, internal workflows, and client support, including WordPress plugins, product-selection quiz, ROI calculator, UTM generator for campaign tracking, promotion management tool, webinar integration, web chat, website privacy and consent tools (U.S./CCPA/GDPR), and knowledge base and support ticket access through the client portal.

Build and execute multi-channel campaigns, creating website copy, landing pages, eBooks, presentations, emails, blogs, press releases, case studies, software demos, animated explainer videos, sales collateral, social content, and graphics, supported by audience segmentation.

Coordinated trademark initiatives, developing supporting content, organizing required materials, and managing submissions with internal stakeholders and outside legal counsel.

Highlights

- Created website's #1 lead-gen asset: 10-minute software demo
- Built product-selection quiz delivering highest sales conversions
- Generated leads for 1+ years via QuickBooks POS end-of-life campaign
- Increased leads by targeting prospects affected by higher competitor pricing

EDUCATION

BBA, Computer Information Systems
Baruch College, 2005

CERTIFICATIONS

- SEO and Content Marketing, 2025
- AI in Marketing, 2024
- Google AdWords, 2016
- Dale Carnegie Training, 2016

AWARDS AND SERVICE

Volunteer | FreeWigsforKids.org
2010 – Present

Department Employee of the Year
2023, 2020

U.S. Navy | USS Arkansas (CGN-41)
1994 – 1996

EXPERIENCE

Partner Marketing Manager | 2015 – 2016
F-Secure, *Cybersecurity software provider, Finland*
- Generated leads through channel partners
- Managed partner program, recruitment, onboarding, and portal
- Launched partner campaigns, promotions and SPIFFs
- Spoke as keynote speaker at ChannelPro
- Generated leads through channel partners

Channel Marketing Manager | 2012 – 2015
RightAnswers, *Knowledge management solution provider*
- Developed the company's first partner program
- Managed strategic alliances, integration partners, and resellers
- Recruited partners via targeted campaigns and direct outreach
- Launched campaigns and sales enablement tools for partners
- Created press releases, case studies and email campaigns

Sales and Marketing Manager | 2006 – 2011
Alloy Software, *IT help desk software provider, startup*
- Promoted from sales rep to head of sales and marketing in 2008
- Managed 100+ customer and partner accounts
- Led RFP responses and analyst relations with Forrester and Gartner
- Secured major contract with the State of New Jersey

Analyst | Citigroup | 2004 – 2006
- Developed software and documentation for internal application

Freelance Web Designer | 2011 – 2016
- Designed and launched 30+ local business websites