

CALEB McLAUGHLIN

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SUMMARY

Growth marketing leader with a writing foundation and a track record of measurable results. Experience spans GTM operations, strategy, content, demand gen, lifecycle, partnerships, copywriting, editing, events, email, and advertising.

SELECTED RESULTS

- Owned the go-to-market for IBISWorld's data-as-a-service launch, growing marketing-sourced integration revenue from \$350K in 2025 to \$1.6M+ in 2026.
- Lifecycle programs across web, webinars, and events credited with \$6.6M in revenue in a multi-touch attribution model.
- Protected a \$15M+ ARR client base through the ProcurementIQ by IBISWorld merger, reaching 98% product adoption within 90 days of launch (goal: 95%) and winning back \$400K+ in revenue from former clients.
- Improved email deliverability from 94% to 98.5%, email unique CTR from 1.8% to 5.5%, and website conversion rate from 2.4% to 4.1%.

EXPERIENCE

Director of Digital Marketing | IBISWorld

March 2026 – Present

- Lead a team of three senior marketing project managers across email, content, web, events, partnerships, webinars, and sales outreach.
- Set strategic marketing objectives aligned to revenue priorities and communicate them to senior stakeholders. Manage partnerships and webinar programs to grow visibility and pipeline, including co-marketing with Anthropic, Microsoft, Snowflake, and Veridion.
- Own ROI on the marketing budget, reporting performance through Salesforce dashboards, a monthly department metrics review, and a leadership newsletter.
- Maintain marketing legal compliance globally (GDPR, CAN-SPAM, CASL) across email channels and outbound sales, partnering with risk, IT, and legal, including AI data compliance.
- Oversee martech migrations (Outreach to Gong Engage; Qualified to Chili Piper) to improve web experiences and inbound lead motions.

Growth Marketing Manager | IBISWorld

July 2025 – March 2026

- Led a cross-functional team spanning email marketing and project management, setting priorities and developing individual contributors.
- Grew email-sourced revenue from \$140K to \$650K in two quarters using audience segmentation, A/B testing, and automations.
- Led rewrite of retail website copy and inbound pathways, increasing time spent on page and inbound leads.

Marketing Manager | IBISWorld

June 2024 – July 2025

- Built marketing into a revenue-driving function, leading and developing a marketing coordinator while coordinating across sales and client services.
- Originated email automation and tech touch initiatives that, in cooperation with sales and client services, grew tech-enabled revenue from \$80K to \$450K in one fiscal year.
- Managed the ProcurementIQ by IBISWorld rebrand and merger. Coordinated marketing for procurement's year-long product overhaul, which included user migration and onboarding, email communication, social promotion, and canceled client re-engagement.

Senior Content Marketing Specialist | IBISWorld

July 2023 – June 2024

- Owned communications and marketing strategy for IBISWorld's ProcurementIQ division, developing messaging and editorial standards across web, email, product, and advertising channels for a mix of prospects, clients, and internal stakeholders.

Content Copywriter | IBISWorld

September 2022 – July 2023

- Wrote and coordinated content across all ProcurementIQ-branded channels—web, product, email, advertising, and social media—maintaining a consistent brand voice and editorial calendar across every touchpoint.

Digital Media Specialist | Windstream

Oct 2021 – June 2022

- Ran direct-to-consumer paid media campaigns on a \$25K monthly budget across East Coast territories in support of direct sales.
- Increased leads from 5 to 50+ per month in the Pennsylvania and Ohio area, maintaining a cost-per-lead of approximately \$25.

Other Experience

Media and Communications Intern | Erie Otters Hockey | 2016–2017

- Coordinated press relations and access to the team, wrote program content, interviewed players, and appeared on intermission radio broadcasts.

Contributor | SB Nation | 2023–2024

Communications & Auction Prep | Wheeler Auctioneering | 2015–2016

EDUCATION

B.A. in English Writing | University of Pittsburgh

CERTIFICATIONS

6sense Digital Advertiser Certification

SKILLS

Strategic communications, internal & external communications, brand management, media relations, team leadership & talent development, partnerships & co-marketing, editorial & copywriting, video editing, email marketing & automation, lifecycle marketing, A/B testing, digital advertising, agency & vendor management, marketing compliance (GDPR, CAN-SPAM, CASL).

Tools: Salesforce, Pardot, HubSpot, Outreach, Gong Engage, 6sense, Qualified, Chili Piper, Google Analytics, Meta Ads Manager, LinkedIn Ads, Power BI, Microsoft Fabric, Excel, PowerPoint, Canva, Adobe Premiere, Figma.

INTERESTS

Fiction writing, painting, reading, Dungeons & Dragons, hiking, hockey