



HireMe@orangepegs.com

*Seeking a B2B opportunity where our education, skills, methodology, platform, and experience will be leveraged against serious growth goals. We're OBSESSED with strategy, and we're best paired with those who are as well or aspire to be.*

## SUMMARY:

*An experienced growth agency with the proven ability to manage teams and projects, take on challenging objectives, and provide thorough, clear leadership and direction in Growth*

- Sales and Marketing alignment & change management (culture, process, accountability)
- Strategic Frameworks & Leadership
  - Agile (reactive, 2-week sprint cycles)
  - Weekly standups (Analysis/Ideation, Marketing Tactical, & Sales Enablement)
- Tech implementations (CRM, ATS, Marketing, Sales, Operations, Services)
- Inbound Lead Generation (using proven Inbound Marketing methodology)
- Content Marketing (with OP you get a team of diverse skills & talents)
- Sales Enablement Leadership & Experimentation Support
- Author of the [Experimental Marketing](#) Certification
- Developer of [Catalyst](#) (experimentation management software)

# EXPERIENCE:

## Orange Pegs

Growth Agency

November 2019 - present

*Strategic and methodical in every way, we help businesses achieve their overarching growth objectives by increasing performance throughout the entire customer journey. Our methodology is strategic, Agile, and totally committed to your North Star.*

### The 5-Step Process

- **Alignment:** accountability + synergy + objective-setting
- **Strategy:** hypotheses development + experimentation framework
- **Infrastructure:** tech setup + engineering + integration
- **Development:** content + inbound + ads
- **Experimentation (ongoing)** - analyze + iterate + deploy in 2-week sprint cycles

### The Customer Journey (see "[Pirate Metrics](#)")

- **Acquisition** - Putting leads into your CRM (inbound, dumped, or purchased)
- **Activation** - Putting deals on the board
- **Revenue** - Achieving the 100% closed WON metric
- **Retention** - Customer longevity
- **Referral** - Transforming customers into easy wins

### Testimonials:

"If you're looking for a partner who will go the extra mile, seek to understand your business as if it were their own, and set your company up for success in the most meaningful way, Orange Pegs is the company to choose" - **Solucient Security** ([see full review](#))

"They're not like other agencies in that they are 100% committed to business growth and agile in their approach. They bring new ideas, their team is amazing, and most importantly, they're helping us grow!" - **Tradier** ([see full review](#))

"They'll champion your vision, understand your customers, adapt to YOU, and help you evolve your sales and marketing culture with a program that generates indisputable results!" - **Headcount Management** ([see full review](#))

# Orange Pegs Media

Inbound Marketing Agency

August 2014 - October 2019

*Committed to high-quality lead generation leveraging Hubspot's best-in-class "inbound marketing" methodology, we helped businesses leverage content for sales wins.*

## The Inbound Journey ("Acquisition" in Growth)

- **Attract**
  - a. SEO (website, blog posts)
  - b. Social media marketing
  - c. Paid ads
- **Convert**
  - a. Content offers
  - b. Landing pages
  - c. CTAs and forms
- **Close**
  - a. Email nurturing
  - b. Lead scoring
  - c. Sales alerts
- **Delight**
  - a. Surveys
  - b. Referrals

## Testimonials: ([see full reviews](#))

"I would highly recommend Orange Pegs to any organization that is looking to strategically grow their business portfolio" - **Allied Resources Staffing Solutions**

They are very open-minded, eager to try new approaches and respond flexibly to any circumstances. I highly recommend Orange Pegs Media for inbound marketing initiatives." - **Hakubaku USA**

"From strategy ideas to execution, Orange Pegs is one of my "go-to" firms." - **Pain Relief Centers**

**Social Media Marketing Agency**

August 2013 - August 2014

*Trust us, there isn't much to see here except a handful of life lessons of what not to do. But, we survived, and what we learned was applied to the same program that has clients raving today.*

# THE TEAM:

## Senior Leadership

- [Lucas Hamon](#)
- [Rob DeRosier](#)
- [Cortney Farmer](#)

## Growth Leadership

- [Jason Barbato](#)
- [Allison Chaney](#)
- [Jeshe Burch](#)

## Growth Practitioners

- [Michael Loch](#)
- Patrick Traylor
- Matt Conner
- Anoop Vithrani

## Creators & Developers

- Kornelia Sneider
- Nicole Kelso

## Project Management

- [Sara Vargo](#)
- [Jamie Merrick](#)

# EDUCATION:

## Formal Degrees:

**BFA, Film Production** - Chapman University

**MS, Business Informatics** - Northern Kentucky University

**BA, Communications/Journalism** - St John Fisher University

**BFA, Computer Animation** - Collins College

**MA, Communication Arts** - NY Institute of Technology

**BA, Marketing/Marketing Management** - St John Fisher U

**BA, Environmental Science** - University of Colorado

**BS, Communication** - University of Missouri

**BA, Advertising** - Michigan State University

**MFA, Animation** - Academy of Art University

**BA, English Literature** - University of Oregon

**BS, Graphic Design** - The Art Institutes

**BASc, Comm. Disorders Sci & Svcs** - U of MA Amherst

## HubSpot Certifications

- Marketing Software
- Solutions Partner
- Marketing Hub Implementations
- Data Integrations
- Contextual Marketing
- SEO
- Social Media
- Sales Software
- Sales Enablement
- Sales Hub Implementations
- Salesforce Integration
- Email Marketing
- Inbound Marketing
- Reporting
- Service Software
- Platform Consulting
- Objectives-Based Onboarding
- Hubspot Architecture I
- Content Marketing
- Inbound

## Other Certifications

- Google Analytics
- OMCP Certified Marketing Pro
- Objectives-Based Onboarding
- Contextual Marketing
- Inbound Marketing
- Advanced Google Analytics
- Registered Education Provider
- Data Integrations
- Email Marketing
- Inbound
- Google Ads
- Infinite Possibilities Trainer
- Salesforce Integration
- Content Marketing
- Bruce Clay SEO Toolset

# NEXT STEPS:

If you need more for your marketing and Growth investments—a strategist, a project manager, and a swath of talent with diverse skillsets to perform all of it, hire us. We'll help you shape your Growth program, and execute diverse marketing with a toolkit of data analysis, tech integration, AI utilization, and a track record in change management.

Email us at [hireme@orangepegs.com](mailto:hireme@orangepegs.com) or click [HERE](#):

