

NADIA KOURI

Leader in B2B Marketing, Pipeline Generation, & GTM Strategy

CONTACT

(719) 310-7833

nadiamkouri@gmail.com

nadiakouri.com

Denver, CO

SKILLS

Marketing Strategy

Growth & Revenue Marketing

Demand Generation

GTM Strategy

Pipeline Attribution

Partner & Channel Marketing

ABM

Content Marketing

SEO/SEM

Lifecycle Campaigns

Team Leadership

Martech & Analytics

Agile Marketing

Event Strategy

EDUCATION

University of Denver

BA, Psychology & Journalism Studies,
Minor in Italian

Society of Professional Journalists DU
Chapter

*Focus: Behavioral Psychology, Strategic
Communication, Media Writing*

Università Cattolica del Sacro Cuore

Semester Abroad, Milan, Italy

*Focus: Italian Language, International
Media, and Cultural Studies*

CERTIFICATIONS & TOOLS

Certified Scrum Product Owner (CSPO)

Certified Agile Leader

Marketing Platforms

HubSpot, Marketo, Eloqua, Salesforce,
MailChimp

Analytics & Performance

Google Analytics 4, Tableau, GTM,
AdWords, SEMrush

Advertising & ABM

LinkedIn Campaign Manager, Meta
Ad Manager, Ads Manager, Rollworks

Web & CMS

WordPress, Wix, Kentico, HTML/CSS

Editorial Standards

AP Style, Content Strategy Tools

SUMMARY

Growth-focused marketing executive with 10+ years of experience scaling B2B marketing programs, driving revenue, and aligning cross-functional teams around data-driven strategies. Proven success in pipeline generation, partner marketing, outbound campaigns, and content-led demand gen. Certified Agile leader and accomplished storyteller with deep expertise across ABM, event, SEO, digital, and lifecycle marketing.

EXPERIENCE

Vice President of Marketing

Praecipio | Remote | May 2025 – Present

Senior Director of Growth Marketing | Mar 2025 – May 2025

Director of Growth Marketing | Jul 2022 – Mar 2025

- Delivered over \$40M in marketing-attributed pipeline, leading the strategic vision and execution of multi-channel marketing programs.
- Built a unified attribution dashboard to align leadership, sales, and partners on marketing impact and investment insights across campaigns.
- Scaled outbound marketing from the ground up, achieving a 3,000%+ increase in outbound-driven pipeline within 12 months.
- Secured over \$500K in partner marketing development funds, offsetting marketing expenses and strengthening alliances.
- Managed a high-performing team of marketers and BDRs, integrating brand, demand, and partner strategy into unified GTM execution.

Senior Growth & Retention Marketing Manager

Scrum Alliance | Remote | Jun 2021 – Jul 2022

Global Event Marketing Strategist | Jun 2021 – Jul 2022

- Overhauled acquisition strategy with new lead capture tactics, driving a 20% YOY increase in certifications while cutting ad spend by 80%.
- Designed and executed a lead-nurturing funnel with an 11% conversion rate.
- Launched a guest-contributor content program that boosted traffic to the resource library by 500% YOY.
- Increased email open rates by 30% and improved deliverability by 290% through data hygiene and advanced segmentation workflows.
- Developed product positioning and launch strategies for coaching certifications and e-learning products.
- Led end-to-end event marketing for six global virtual events, each sold out and generating over 2,500 qualified leads across regions.
- Created scalable event strategies that integrated with broader content and lead generation goals.

Campaign Manager

Transamerica | Contract | Sep 2019 – Feb 2020

- Rebranded a legacy product line and developed a launch strategy for a new insurance product.
- Improved lead conversion by 32% through refreshed sales enablement materials.
- Built scalable processes for marketing collateral updates to meet compliance and regulatory standards.

Account & Project Manager

Campaign Stars | Nov 2018 – Feb 2019

- Managed account-based marketing campaigns for mid-market and enterprise SaaS clients.
- Directed creative teams across copywriting and design to ensure campaign excellence.

Writer & Digital Marketing Consultant

Freelance | Sep 2017 – Nov 2018

- Developed ABM strategies and long-form content assets (eBooks, brochures, infographics) for B2B tech companies targeting enterprise buyers.

Digital Strategist

Sola Salon Studios | Nov 2017 – Jul 2018

- Increased traffic by 20% in low-performing markets and 50% in new ones using targeted, localized social ad campaigns.
- Managed a \$40K/month ad budget and 426 Google My Business profiles to drive SEO.

Digital Producer

Faction Media | Jul 2017 – Sep 2017

- Produced high-quality landing pages, emails, and digital assets for B2B clients.
- Trained enterprise clients on Eloqua best practices and QA processes.

Marketing Manager

MGMA | Mar 2016 – Jun 2017

Social Media & Digital Marketing Manager

Xanterra Parks & Resorts | May 2013 – Mar 2016

Editorial & Social Media Manager

Examiner.com | Sep 2011 – May 2013

Content Manager | Aug 2011 – Sep 2011