

Chris Hetzler

Growth & Demand Generation Marketer

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SUMMARY

Growth and demand generation marketer with 10+ years across B2B SaaS, enterprise ABM and DTC. At Avalara, turned a \$2M budget into \$10M of pipeline and ~\$5M in sales, grew MQLs 66% and cut cost per lead 35%. At Red Hat, routed 6sense intent signals to BDR pods and lifted contact-to-opportunity conversion 30%. Builds the attribution, incrementality and LTV:CAC reporting that shows where growth comes from, with SQL, Power BI and AI-assisted workflows. Background in product launches, positioning and sales enablement.

WORK EXPERIENCE

ChicknLegs

Jun 2026 – Present

Marketing Manager

Cary, NC

- Own paid media (Google, Meta, TikTok, Pinterest), email, analytics, affiliates, brand protection, retail partner marketing and launches; manage agencies (Quartile, Sprout Social, Klaviyo).
- Built an AI-assisted marketing performance dashboard unifying 7 data sources (paid media, Shopify, GA4, Klaviyo, Sprout Social, Monday.com, Gmail); now leadership's weekly source of truth.
- Separated brand from non-brand reporting and focused Performance Max on new-customer prospecting, with brand demand in a dedicated campaign.
- Non-brand ROAS +14% vs the prior 28 days; email revenue +852% year over year.
- Set break-even ROAS, 12-month LTV by channel, LTV:CAC and target ROAS by campaign type; designed a geo-holdout incrementality test; leadership adopted a growth-focused target channel mix.
- Brought hundreds more products live in Google Shopping overnight with feed rules; built a Black Friday VIP segment from cohort and repeat-purchase analysis.

Vyde (accounting SaaS)

Mar 2026 – Jun 2026

Digital Marketing Consultant (Contract)

Remote

- Delivered the 2026 demand generation strategy in 4 weeks: ICP, channel priorities, nurture and lead scoring, measurement and three budget tiers.
- Led the website relaunch: 799-URL audit and redirect map, SEO foundation, GA4 and GTM, Google/Meta/Microsoft pixels and CRM routing; launched Jul 1, 2026 passing Core Web Vitals.

Avalara (DAVO by Avalara)

May 2024 – Nov 2025

Senior Product Marketing Manager

Durham, NC

- Converted a \$2M marketing budget into \$10M in pipeline and ~\$5M in sales (~2.5x ROAS) with ROI-based allocation across paid search, social, display, video, email and events.
- Grew MQLs 66% YoY; cut cost per lead 35% H2 vs H1; hit and held the \$300 CPA target.
- Launched Reddit as a net-new channel for all of Avalara and stood up influencer marketing.
- Built Power BI dashboards via SQL linking spend to new-customer creates; AI-assisted creative testing cut creative-cycle time 30%.
- Ran the ATC for Managers launch campaign on schedule with site, demos and sales training ready on day one.

Red Hat

Oct 2021 – Feb 2024

Principal Systems Analyst, Marketing Capabilities

Raleigh, NC

- Global 6sense and ABM martech lead; automated intent alerts to BDR pods, driving a 30% increase in contact-to-opportunity conversion.
- Co-presented the program at 6sense Breakthrough 2023 in Dallas to ~1,000 B2B marketers.
- Built 1:1, 1:few and 1:many ABM playbooks; automated ~25% of campaign delivery; consolidated 12 data sources into Tableau.

Digital Marketing Manager

Charlotte, NC

- Apr 2019 – Apr 2020**

Charlotte, NC

- Jun 2015 – Apr 2019

Raleigh, NC

- ## EDUCATION & CERTIFICATIONS

2011 - 2015

Raleigh, NC

- ## SKILLS

Marketing technology: Salesforce, HubSpot, 6sense, Demandbase, Pardot, Eloqua, Klaviyo, Shopify, Storylane, Zapier, AI workflows with Claude and ChatGPT