

Brittany Carcova

Director of Marketing | Growth and Brand Strategy | SaaS, Tech and PLG Marketing Leader

📍 San Diego, CA 📞 914-588-8056 ✉️ bcarcova@gmail.com 📁 Portfolio 🌐 LinkedIn

Summary

Growth-driven marketing leader with 13+ years building and scaling SaaS brands through product marketing, go-to-market (GTM) execution, and lifecycle strategy. Combines data-backed insight with creative storytelling to drive measurable growth, adoption, and retention. At Privy, led programs responsible for 80% of new customer acquisition and \$1.3M MRR, transforming the company from affiliate-driven to product-led. Known for aligning product, marketing, and revenue teams to accelerate launches, enhance adoption, and deliver predictable pipeline.

Key Achievements

- **Advanced product adoption and retention:** Partnered with product to execute GTM and lifecycle launch strategies, driving **73% feature adoption** and a **13% lift in retention**.
- **Accelerated revenue growth:** Built and unified Privy's brand, lifecycle, and performance marketing strategies, fueling **80% of new customer acquisition** and supporting **\$1.3M in MRR**.
- **Drove measurable efficiency:** Reduced **CPQL to \$43** and **CAC to \$138**, while sustaining a **27% landing-page conversion rate** and improving attribution accuracy through cross-domain tracking and HubSpot integration.
- **Delivered sustainable growth:** Increased organic traffic from **8K → 93K/month** and expanded search rankings from **234 → 2,750 keywords**, establishing Privy's long-term authority ahead of the AI-search shift.
- **Strengthened retention and brand value:** Launched an **LMS** platform to support onboarding and education, improving retention and reducing churn by 28%.

Technical and Marketing Skills

Strategy: Go-to-Market (GTM) Strategy, Product-Led Growth (PLG), Demand Generation, Product Marketing, Lifecycle Marketing, Retention Optimization, SEO/SEM, Brand Development

Tools: HubSpot, Salesforce, Marketo, Intercom, Docebo, LearnWorlds, Google Analytics & Ads, Looker Studio, Power BI, Grafana, Asana, Jira, Miro, Adobe Creative Suite, Figma, Webflow, WordPress

Leadership: P&L Management, Budgeting & Forecasting, Cross-Functional Collaboration, Campaign Management, Team Leadership, PR and Events

Experience

Privy

Head of Marketing and Customer Experience

Denver (Remote)

03/2023 – Present

SaaS platform empowering users to invest using real-time data, analytics, and AI-driven insights. First marketing hire brought on to lead a company-wide marketing transformation and build a unified growth strategy across brand, lifecycle, and product-led initiatives.

- Rebuilt company's go-to-market strategy, transitioning from an affiliate-heavy model to a **direct-to-consumer engine** that drives the majority of new business.
- Orchestrated multi-channel campaigns generating **\$1.1M DTC** and **\$7.6M enterprise pipeline** in eight months.
- Launched a **comprehensive rebrand and new website**, growing organic traffic **10x** and delivering **28K qualified leads** in three weeks.
- Implemented full-funnel tracking and attribution, uniting web, CRM, and product data into a repeatable growth framework.
- Partnered with CEO on **product videos, executive podcast scripts, and brand narratives** that reinforced thought leadership.
- Introduced scalable customer education using LearnWorlds to reduce onboarding friction and drive higher LTV.
- Drove continuous optimization through A/B testing, automation, and lifecycle improvements, sustaining **21% MoM organic growth**.

MG Properties

Director of Marketing

San Diego, CA

06/2020 – 02/2023

Recruited to build and lead a high-performing marketing department for a national investment firm. Established scalable infrastructure, unified digital and brand strategy, and aligned marketing operations with company growth goals.

- Built **eight-person marketing team**, managing **\$7.8M budget** and creating forecasting models to ensure campaign ROI.
- Led **company-wide rebrand**, securing coverage in **100+ Tier 1 publications**, including *Forbes* and *Inc.*, strengthening credibility with partners.
- Increased investor leads **41%**, web traffic **78%**, and LinkedIn engagement **99%** via data-driven storytelling.
- Introduced analytics dashboards and SOPs reducing marketing spend **58%** and improving team efficiency.
- Optimized acquisition workflows, lowering **CAC by \$174** and improving conversions **9%**.

Fairfield

Marketing Manager

San Diego, CA

03/2019 – 06/2020

Directed marketing for a \$1.6B national portfolio of 56 properties. Managed brand, media, and digital initiatives that consistently exceeded revenue targets.

- Increased SQLs **29%** and conversions **17%** through content testing, CRM automation, and email nurtures that increased CLTV and improved lead-to-sale rate.
- Managed **\$22M budget** and executed omni-channel campaigns exceeding annual sales targets **10%+**.

Earlier Roles

Brittany Carcova Design and Consulting

Strategic Marketing Director

09/2017 – 03/2019

Developed campaigns for clients including Harvard University, NYC Department of Education, Urban Land Institute, and Mashable; increased ULI online reach **550%** and earned press in *The New York Times* and *CNBC*.

Medifast

Director of Growth Marketing

08/2014 – 09/2017

Supervised e-commerce relaunch generating **\$9.9M in new sales** and increasing online conversions **32%**. Managed **\$4.7M advertising budget** across 16 North American markets and secured 10+ brand partnerships.

The Berman Group

Director of Creative Content

06/2012 – 08/2014

Directed integrated campaigns and go-to-market strategies for clients including JPMorgan, SoulCycle, and NYU; transitioned **80%** of accounts to ROI-driven marketing, improving engagement **37%**.

Education and Certifications

Pratt Institute

Communications Design

BFA

08/2004 – 06/2008

Google Analytics • Google Ads • HubSpot Inbound • HubSpot Content Marketing • HubSpot Revenue Ops • CXL Product Marketing: Voice of Customer Data