

Lee Abernethy

Senior Digital Marketing Leader | Director-Level Strategist



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PROFILE

Versatile Senior Digital Marketing Leader with a proven track record of building and leading high-performing teams and digital marketing strategies that drive measurable impact across demand generation, acquisition, brand, product marketing, and revenue goals. Skilled at aligning marketing, sales, product, and RevOps teams to execute unified Go-To-Market strategies that fuel brand visibility, customer acquisition, and long-term revenue performance. After achieving success across multiple industries, I chose to focus my career on B2B SaaS, where I excel at partnering with product teams to translate complex features into clear, compelling value propositions for target audiences. As a hands-on leader, I mentor teams, manage budgets, and optimize product marketing strategies through performance data to maximize ROI. I can build integrated digital marketing strategies from the ground up and have them in motion by month one.

EXPERIENCE

Hyphen Solutions - B2B SaaS for Residential Construction — 2024 - Present

Head of Digital Marketing Operations- April 2024 - Present

- o Leading Hyphen's digital marketing and product marketing operations across paid media, SEO, email marketing, analytics, attribution modeling, website CRO, and product marketing initiatives. Directing strategy development and execution of multi-channel campaigns, website redesigns, ABM programs, and product messaging strategies to drive lead generation, revenue growth, and market leadership through clear value proposition communication.
- o Spearheading cross-departmental alignment between Marketing, Product, Sales, and RevOps to build a scalable growth marketing engine and unified Go-To-Market strategies. Current initiatives include the implementation of lifecycle marketing tactics and flywheel operations to nurture customer lifetime value, build brand advocacy, and expand upsell and cross-sell opportunities.

Razor Rank LLC - 5-Star Digital Marketing Agency — 2019 - 2024

Senior Digital Marketing Manager - August 2022 - April 2024

- o Directed integrated marketing strategies across SEO, Paid Media, CRO, Content, and Website Redesigns, driving major wins like **+1,621% YoY organic traffic** for a beef e-commerce brand, **700% growth** for Benchmark Abrasives, and **35% revenue growth for Maui Jim**.

- o Additional outstanding standout results including **+1,254% YoY traffic** and **+1,696% new users** for a Happy Cappy Shampoo, and **+68% revenue growth** for Botanic Choice.
- o Served as senior advisor and primary point of contact for the agency's largest enterprise and mid-market clients, including global brands—collaborating with C-suite leaders and reporting directly to the agency President. Mentored and led cross-functional teams, fostering collaboration and earning recognition for exceptional client growth impact.

Digital Marketing & SEO Manager - July 2019 - August 2022

- o Led strategy and account growth for 10–15 clients across both B2B and B2C industries, serving as lead consultant and relationship manager while overseeing junior team members. Delivered comprehensive SEO, CRO, and content strategies—executing technical audits, keyword research, competitive analysis, and performance reporting.

Gromo Agency - Digital Marketing Agency — 2018 - 2019

Creative Director and Marketing Manager

Rapidly promoted from mid-level marketer to Creative Director, leading branding, web development, paid social, and content marketing strategies across client accounts. Oversaw creative execution and digital campaign performance to drive engagement, brand growth, and measurable business results.

Independent Digital Marketing Consultant — 2016 - 2018

Served as a trusted advisor to small businesses across the Dallas–Fort Worth area, leading website redesigns, SEO, PPC, and Google Local strategies to improve online visibility, generate leads, and support sustainable business growth.

EDUCATION

The University of North Texas — BA degree in Marketing & Media Arts, 2017

SKILLS

Growth Marketing Strategy, Product Marketing, SaaS Marketing, Lifecycle Marketing, Go-To-Market Strategy, Performance Marketing, Multi-Channel Advertising, Brand Positioning, Team Leadership, Marketing Analytics & Reporting, Account-Based Marketing (ABM), Client Relationship Management, SEO, Paid Search, PPC, Paid Social Campaigns, CRO, Email Marketing, Social Media Strategy, Landing Page Optimization, Event Marketing, CMS Management, Technical SEO, HTML, HrefLang Optimization, Competitive Analysis, Keyword Research, Marketing Funnel Optimization, Attribution Modeling, International Strategy

SOFTWARE & TOOLS

Semrush | Ahrefs | Screaming Frog | Google Analytics 4 | Google Search Console | WordPress | Shopify | Magento | Big Commerce | Photoshop | Excel | Clarity | Crazy Egg | Link Research Tools | GMB | Page Speed Insights | Moz | Google Ads | Microsoft Ads | LinkedIn Ads | Google Tag Manager | Salesforce | Zoominfo | Klaviyo | ClickUp | HubSpot | Clay | Zoominfo