

# LEE ABERNETHY

## Marketing Director

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## PROFESSIONAL SUMMARY

Marketing Director with 10 years of experience scaling B2B, SaaS, D2C, and ecommerce brands across enterprise and high-growth environments. Proven track record in brand positioning, product marketing, demand generation, SEO, paid media, and omni-channel campaign execution that drives measurable revenue growth. Experienced in building and leading high-performing marketing teams, owning marketing budgets, and driving cross-functional alignment across marketing, sales, product, and RevOps to execute unified Go-To-Market strategies. Forward-thinking leader with hands-on expertise in AI-powered marketing systems and full-funnel attribution modeling, known for building programs quickly and delivering impact from day one.

## WORK EXPERIENCE

### **PartsBase – Aviation Parts Marketplace, B2B SaaS, and Aviation Expo – 2025 - Present**

*Marketing Director - Sep 2025 - Present*

- Lead full-stack marketing operations across all PartsBase business units, owning brand positioning, messaging strategy, and product marketing (including competitive positioning, go-to-market launches, and sales enablement), managing a senior marketing team, and overseeing all marketing tactics including SEO, inbound, paid media, CRO, content marketing, email, tradeshow marketing, and more.
- Built comprehensive marketing framework and project workflows, reporting to executive leadership and driving cross-functional alignment with sales, product, and revenue operations teams; oversee marketing budget with full accountability to performance outcomes and ROI.
- Grew PartStore seller MQLs/SQLs by 84% and PBLocator MQLs by 64% within the first five months; drove a 130% increase in PBExpo registrations, 90% exhibitor booth sell-out, and 2,000+ projected attendee growth since taking over PBExpo marketing in December 2024.
- Oversee performance analytics including MQL reporting, ROI/ROAS forecasting, and CLV-based campaign planning; implement lifecycle and retention strategies to maximize customer lifetime value and drive cross-sell and upsell opportunities.
- Architecting a next-generation AI-powered Go-To-Market outreach system using tools like Clay, Apollo, and Zapier to monitor buying signals and intent, delivering personalized automated cold email sequences at optimal engagement moments; simultaneously building a multi-touch attribution model integrated with CRM and marketing automation for direct lead routing into a sales scheduling tool with full-funnel attribution tracking.

### **Hyphen Solutions - B2B SaaS for Residential Construction – 2024 - 2025**

*Head of Digital Marketing Operations- April 2024 – Sep 2025*

- Directed Hyphen's digital and product marketing operations and marketing budget across paid media, SEO, analytics, attribution modeling, website CRO, and product marketing initiatives.
- Led strategy development and execution of multi-channel campaigns, website redesigns, ABM programs, and product messaging strategies to drive lead generation and revenue growth.
- Spearheaded cross-departmental alignment between Marketing, Product, Sales, and RevOps to build a scalable growth marketing engine and unified Go-To-Market strategies.
- Implemented lifecycle marketing tactics and flywheel operations to nurture customer lifetime value, build brand advocacy, and expand upsell and cross-sell opportunities.

## Razor Rank LLC – Digital Marketing Agency | 2019 – 2024

*Senior Digital Marketing & SEO Manager | Aug 2022 – Apr 2024*

- Served as senior advisor and primary point of contact for enterprise and mid-market clients, collaborating with C-suite leaders and reporting directly to the agency President; mentored and led 5+ marketing team members, earning awards for exceptional client growth.
- Led Search Engine Management strategies generating **35% revenue growth for Maui Jim**, a global sunglasses brand, and **68% revenue growth** for supplements brand Botanic Choice.
- Drove **700% organic traffic growth** for Benchmark Abrasives and **+1,254% YoY traffic / +1,696% new users** for Happy Cappy Shampoo.

*Digital Marketing & SEO Manager | Jul 2019 – Aug 2022*

- Managed strategy and account growth for 10-15 B2B and D2C clients, executing SEO, SEM, and CRO campaigns including technical audits, keyword research, and performance reporting; oversaw website redesigns and content strategies while mentoring junior team members.

## Gromo Agency – Digital Marketing Agency | 2018 – 2019

*Creative Director & Digital Marketing Manager*

- Promoted to Creative Director within one year; directed design team and led full-stack creative strategy across branding, web development, paid social, and content marketing to deliver measurable client growth.

## LA Digital – Digital Marketing Consulting | 2016 – 2018

*Digital Marketing Consultant*

- Advised small businesses across Dallas–Fort Worth on website redesigns, SEO, PPC, and Google Local strategies. Improved client online visibility, generated qualified leads, and supported long-term business growth.

## EDUCATION

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

## SKILLS

- **Marketing Strategy:** Account Based Marketing, B2B Marketing, Product Marketing, SaaS Marketing, Lifecycle Marketing, Go-To-Market Strategy, eCommerce Marketing, Multi-Channel Advertising, Brand Positioning, Marketing Funnel Optimization, Demand Generation
- **Digital Campaigns:** SEO, Paid Search (PPC), Paid Social, Email Marketing, Content Marketing, Search Engine Management, Landing Page Optimization, Inbound Marketing
- **Analytics & Optimization:** Marketing Analytics & Reporting, Attribution Modeling, Conversion Rate Optimization, Competitive Analysis, Keyword Research, Technical SEO, ROI/ROAS Forecasting, MQL Reporting
- **Leadership & Management:** Team Leadership, Client Relationship Management, Project Management, Budget Management, Cross-Functional Alignment
- **Technical Skills:** HTML, CMS Management (WordPress, Shopify, etc.)

## SOFTWARE & TOOLS

Semrush, Ahrefs, Screaming Frog, Google Analytics 4, Google Search Console, Looker Studio, WordPress, Shopify, BigCommerce, Photoshop, Excel, Clarity, Crazy Egg, Link Research Tools, Google My Business (GMB), Page Speed Insights, Moz, Google Ads, Microsoft Ads, LinkedIn Ads, Google Tag Manager, Salesforce, ZoomInfo, Klaviyo, ClickUp, HubSpot, Brevo, Clay, Apollo