

# CHARLES M. CLAYTON JR.

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Enterprise ABM strategist with 15+ years building and scaling pipeline programs for Fortune 500 accounts. Delivered \$182M in pipeline at 154% of plan by co-developing account plans with enterprise sales, designing personalized campaigns across 12 territories, and penetrating complex buying committees. I own the full ABM lifecycle, from account selection and segmentation through content personalization, campaign orchestration, and pipeline attribution. Proven track record scaling repeatable ABM playbooks and operating models, managing a \$1M+ Demandbase investment, and driving cross-functional alignment across demand gen, content, sales, and RevOps.

## CORE COMPETENCIES

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ABM Strategy (1:1 / 1:Few / 1:Many) • Enterprise Demand Generation • Multi-Channel Campaign Orchestration • Sales & Marketing Alignment • Buying Committee Penetration • Account-Specific Content & Personalization • Pipeline Creation & Attribution • ABM Playbook & Operating Model Design • Cross-Functional GTM Leadership • Upsell / Cross-Sell Programs • Campaign ROI Optimization • Agency & Vendor Management

## PROFESSIONAL EXPERIENCE

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### UPS

Atlanta, GA

#### Account-Based Marketing Lead

2021 – Present

*Own end-to-end ABM strategy and execution for enterprise and SMB segments with high autonomy. Serve as the primary marketing partner to enterprise sales leadership, co-developing account plans, driving target prioritization, and aligning engagement plays across 12 territories including APAC and LATAM.*

- **Pipeline & Revenue:** Delivered \$182M in pipeline (154% of plan) across 12+ concurrent campaigns in 2025. Accelerated deal velocity 25% by turning intent data and Demandbase signals into prioritized sales plays.
- **Sales Partnership:** Co-created account plans with enterprise sales across 12 territories. Built a unified account selection methodology that increased qualified pipeline 43%. Led regular ABM reviews where insights directly shaped sales engagement and target prioritization.
- **Playbook & Framework Design:** Built and scaled repeatable ABM playbooks across enterprise and SMB segments, growing the program 5x from 500 to 2,500+ accounts over 2 years. Created measurement frameworks in Demandbase and Salesforce that became the org's standard for tracking engagement, pipeline influence, and attribution.
- **Multi-Channel Orchestration:** Architected integrated 1:1 and 1:few campaigns across email, digital ads, personalized landing pages, direct mail, and executive engagement to reach multi-threaded buying committees. Built content for 6 customer archetypes tailored to specific buying committee roles.
- **Personalization at Scale:** Created 648 account-specific assets using Jasper AI workflows for the Enterprise 1:1 "Hunter" campaign, cutting content production time 89% across 4 target accounts.
- **Cross-Functional Influence:** Drove alignment across demand gen, content, product marketing, sales, and RevOps without formal reporting authority. Influenced regional leadership in LATAM and APAC to adopt shared ABM practices, delivering 268% ROI on the APAC program and 77 to 85% engagement on the LATAM Nearshoring campaign.
- **Customer Expansion:** Reactivated \$60M in dormant pipeline through personalized win-back campaigns targeting accounts with \$200K+ historical spend. Led the SMB Nurture program, generating \$50.9M at 208% of plan.
- **MarTech Ownership:** Owned the \$1M+ annual Demandbase investment, managing configuration, activation, and optimization. Managed 2 direct reports and directed agency partners including Demandbase and Hawkeye/Publicis Sapient.

*Digital Growth Marketing Manager*

2019 – 2021

- **Campaign Performance:** Led UPS My Choice Premium 10-Year Anniversary campaign at 158% of signup goal. Managed the SMB Nurture email program, optimizing segmentation and content for retention and incremental revenue.
- **Demand Generation:** Launched multi-channel acquisition and retention programs across email, paid media, and content syndication, driving pipeline growth from new and existing customer segments.

*Marketing Automation Supervisor*

2015 – 2019

- **Marketo Operations:** Built and executed 30+ Marketo campaigns per quarter supporting \$50M+ in attributed revenue. Developed automation workflows, lead scoring models, nurture sequences, and dynamic content logic that became the technical foundation the ABM program later scaled on.

## TECHNICAL SKILLS

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**Marketing Automation:** Marketo (expert level, campaign architecture, lead scoring, nurture workflows), Salesforce CRM

**ABM Platform:** Demandbase (\$1M+ budget owner, full configuration and optimization), intent data interpretation, propensity modeling, account scoring

**Analytics & Reporting:** Tableau, Databricks, SQL, pipeline attribution, campaign ROI analysis, engagement dashboards

**AI & Content Tools:** Jasper AI, Claude, ChatGPT, Microsoft Copilot, Google Gemini, Figma

## EDUCATION

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**MBA, Finance,** North Carolina Central University

**BA, Communication & Media Studies,** University of North Carolina at Chapel Hill