

Andy Bissonette

Director of Marketing

Detroit, MI, United States | [LinkedIn](#)

Marketing executive who builds brands and demand generation systems that drive measurable revenue growth, with expertise in rebrands, sales enablement, and post-acquisition integration.

EXPERIENCE

Director of Marketing
Glover U

Sep 2025 — Aug 2026
Birmingham, MI

Shifted company positioning from events-led to coaching-led, adding \$1.4M in incremental coaching ARR and growing the 1:1 coaching base from 245 to 359 clients. Set attendance records for flagship Summit and leadership events, increasing registrations by 16% and attendance by 48%. Built AI-assisted workflows in HubSpot and GA4 that reduced production-to-launch time by 40%, and improved registration-to-close conversion from 4% to 13%.

Marketing Advisor & Consultant
Momentum

Nov 2024 — Sep 2025
Remote

Advised five growth-stage companies on GTM, positioning, brand frameworks, and content strategy, with two clients achieving 110% and 55% revenue growth within six months. Improved lead-management operations in HubSpot and Salesforce, reducing time to first touch by 30% and increasing email click-through rates by 28%.

Senior Director of Marketing (Nexcess & Liquid Web)
Nexcess

Jun 2022 — Oct 2024
Remote

Led GTM and product marketing for three product lines launched through partnerships, generating \$2.1M in incremental annual revenue and expanding addressable market by 25%. Improved lead conversion by 40% through repositioned messaging and audience-focused GTM strategy. Turned organic content and social channels into revenue drivers, increasing organic digital MRR by 219%.

Senior Director of Marketing
Liquid Web / Nexcess

Jun 2022 — Oct 2024
Remote

Led marketing for Liquid Web and Nexcess, managing a 9-person team and \$3.8M budget. Rebranded and consolidated both brands into a single market position, increasing brand lift by 34%. Grew organic digital ARR from \$4.1M to \$5.4M, increased inbound MQLs by 180%, and reduced marketing CAC by 22%. Built formal sales enablement program that lifted close rates from 18% to 26%.

Director of Marketing and Communications
Michigan Humane

Dec 2018 — Jun 2022
Bingham Farms, MI

Led digital transformation, establishing digital as the top fundraising channel. Grew website traffic 56%, social media donations 127%, and email subscribers 33%.

Principal & Head of Marketing
The MKTG Co.

Jan 2013 — Jan 2017
Detroit, MI

Built and led a 16-person agency team serving 20+ client brands across technology, professional services, healthcare, financial services, ecommerce, retail, and logistics. Led SEO, paid search, social, and digital strategy with clients averaging 3x first-year revenue growth and 85% achieving sustained profitability.

Digital Marketing Manager
eNiche Solutions

Jan 2012 — Jan 2013
Los Angeles

Managed SEO and PPC across 12+ client companies, driving 40% increase in organic traffic through technical SEO and content architecture optimization.

Commercial Producer
GTM Pictures

Dec 2010 — Dec 2011
Los Angeles, CA

Wrote and produced national advertising campaigns for Zynga, Klondike, and Florida Orange Juice, developing concepts and translating client ideas into scripts while managing crews, budgets, and talent.

EDUCATION

Eastern Michigan University
Telecommunications and Film

CERTIFICATIONS

HubSpot,

SKILLS

Customer Insight · Digital Marketing · Enterprise Marketing · B2B Marketing · Growth Marketing · Marketing Leadership · Marketing Strategy · Demand Generation · Post-Merger Integration (PMI) · Go-to-Market Strategy · P&L Management · Brand Repositioning · Marketing Operations · Creative Direction · Rebranding · Entrepreneurship · Strategic Communications · Digital Transformation · Revenue Generation · Marketing Automation · Brand Strategy · Positioning · Product Marketing · Sales Enablement · SEO · GEO · AEO · Customer Segmentation · CAC/LTV Analysis · MarTech · AI Integration · HubSpot · Salesforce · GA4 · Team Leadership · Content Strategy · Analytics · Attribution