

BROOKE MITCHELL

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CONTENT MARKETING DIRECTOR - STRATEGIC BRAND STORYTELLER

Content Strategy | Go-To-Market | Revenue Generation | Leadership | SRQ 35 Under 35 Winner

Seasoned KPI-focused marketing leader with 11+ years of B2B content marketing experience. Proven track record of delivering measurable business impact by building powerful content frameworks, mentoring high-performing marketing teams, and developing creative narratives.

CORE COMPETENCIES

Thought Leadership | Demand Generation | Content Strategy | Go-to-Market Strategy | Revenue Marketing
Brand Development & Positioning | Marketing Operations | Team Development | Marketing Analytics
Strategic Partnerships Digital Transformation | Cross-Functional Leadership

TECHNICAL EXPERTISE

Hubspot | Salesforce | Wordpress | Looker Studio | ZoomInfo | Outreach.io | Ahrefs | GA4
Adobe Creative Suite | Canva | Loom | Wistia | All Social Ads & Business Managers (i.e., Meta, Tiktok)
Google Ads | Notion | DocuSign | Camtasia | Google Workspace

EXPERIENCE

DEALERS UNITED (2013 - PRESENT)

Dealers United
VP of Marketing

October 2018 - Current

- Developed and executed content-driven GTM strategies for 2 new products, creating sales enablement content and product narratives that drove 62% revenue growth and 70% higher customer lifetime value within 12 months.
- Revolutionized lead generation strategies through multi-channel advertising combining 3rd party data strategies, full-funnel lead campaigns, and webinars resulting in a 53% reduction in cost per sales qualified lead and quarter-over-quarter pipeline growth.
- Led, coached, and developed a powerful team of 3 marketers in content strategy, growth marketing, and conversion tactics that delivered \$775K+ in marketing attributed ARR and record-breaking YoY marketing qualified lead growth.
- Quadrupled monthly organic traffic and secured top 3 SERP positions for 25+ high-intent industry keywords through data-driven content strategy, comprehensive keyword research, and implementation of scalable content frameworks.
- Architected and executed strategic ABM campaigns with sales leadership, targeting OEM brands including Honda, Hyundai, Stellantis, and Mitsubishi with laser-focused content and resources, resulting in 11K high-value ICPs identified and integrated into targeted nurture campaigns.
- Optimized and managed \$500K marketing budget by identifying and scaling top-performing channels across paid social, search ads, media partnerships, and industry events to and exceed ROI targets.
- Cultivated and strengthened marketing partnerships with Fortune 500 companies including Meta, TikTok, Pinterest, and Oracle, resulting in expanded market reach and accelerated sales velocity.
- Brought Dealers United's SaaS-based advertising platform, BuyerBridge, from \$700K to \$1.7M through competitive positioning, targeted agency outreach, and optimization of product-market fit.
- Developed targeted media campaigns featuring our client success stories and generated national media coverage in Ad Age, AdWeek, and Automotive News, elevating brand authority and driving inbound enterprise opportunities.

Dealers United
Director of Marketing

November 2015 - October 2018

- Established and optimized scalable content and website framework, enabling 3-person marketing team to 4x content deliverables per month while maintaining brand consistency and quality standards.
- Developed a comprehensive knowledge base with 100+ articles, video tutorials, and visual guides, leading to 60% increase in customer self-service adoption and 43% reduction in support tickets.
- Engineered data-driven email indoctrination series leveraging Digital Marketer methodology, achieving 13% open rate and 2.5% conversion rate through strategic alignment with awareness, consideration, and conversion funnels.
- Drove the company's first 1,000+ lead campaign with the development and promotion of the "Facebook Automotive Playbook" guide for car dealers, resulting in \$200K product line ARR for Facebook ad campaigns.
- Spearheaded development of industry-leading social media case studies and thought leadership content, including groundbreaking co-hosted webinars with Facebook and pillar automotive events such as Digital Dealer.
- Led end-to-end migration from Salesforce to HubSpot, implementing comprehensive CRM architecture including lead nurturing workflows, sales sequences, and marketing automation
- Championed company-wide culture initiatives, orchestrating monthly all-hands meetings, customer summits, and cross-departmental team retreats. Launched and executed multiple employee engagement programs that strengthened company culture and fostered team collaboration.
- Won prestigious Ringling College of Art and Design Innovation Award for Automotive Inventory Ads product through compelling narrative and creative execution.

Dealers United
Marketing Manager

October 2013 - November 2015

- Executed comprehensive brand transformation initiative, including voice development, logo redesign, and establishment of brand guidelines that elevated market positioning
- Developed and implemented data-driven buyer personas across franchise and independent dealers, informing targeted marketing campaigns for 30+ products in company portfolio
- Drove 3X increase in landing page conversions through optimization of sales materials, presentations, and website architecture, validated through systematic A/B testing
- Developed Sales presentations, talk tracks, and tripled landing page and product page lead conversions by optimizing usability and A/B testing
- Led website redesign and content strategy, resulting in enhanced resource library featuring high-converting assets including infographics, case studies, and industry toolkits
- Revitalized email marketing program through advanced segmentation and persona-based targeting, increasing click-to-open rates by 8% and managing 500+ targeted campaigns
- Managed all mass email correspondence and content for subscribers and customers, which involved planning, designing, writing, and sending over 500 email campaigns
- Launched and scaled inbound marketing program, generating 800+ blog subscribers and securing regular placement in Automotive News through 9 strategic print campaigns.

EDUCATION

University of South Florida
Bachelor of Arts (B.A.), Zimmerman School of Advertising

2013 - 2015