

Raymon Lacy

Demand Generation | ABM | Lifecycle Marketing

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Summary

Growth marketer with ten years connecting the story people see with the systems that carry it forward. Leads demand generation, lifecycle, account programs and partner education, using campaign evidence to guide investment. Combines program strategy with hands-on copy, creative and marketing automation.

Expertise

Account-based marketing • Demand generation • Lifecycle and partner marketing • Integrated campaigns
Marketo • Salesforce • 6sense • LinkedIn Ads • Segmentation • Experimentation

Experience

Semgrep

Senior Lifecycle Marketing Manager | Feb 2026 - Present

- **Lead** paid acquisition strategy and H1/H2 budgets across Search, LinkedIn, Reddit and ChatGPT. Direct Revenue on audiences, offers, creative and performance priorities, connecting acquisition with lifecycle, webinars, events and Sales follow-up.
- **Created** General Nurture as a buyer-education program, owning campaign strategy, content and cadence from problem awareness through product evaluation, with marketing operations handling implementation.
- **Designed** distinct follow-up for content requesters, prospects returned by Sales and former evaluators, defining relevant education, Sales handoff and when to pause or resume outreach.
- **Increased** nonbrand and competitor Search investment as signup costs fell. Completed product signups grew **146% (352 to 866)**, with 64.3% more spend and **33.2% lower cost per signup** (Feb-Apr vs May-Jul 2026); the first window partly predates my paid remit. Revenue handled media buying and page testing.
- **Write** ad copy and **personally design** selected Guardian Reddit creative with AI; shape landing-page messaging and consolidate product feedback for Revenue's production and testing.
- **Shaped** event messaging and follow-up for pre-event and post-event audiences, authoring eight emails, correcting product claims after review and coordinating production handoffs.

Productboard

Account Based Marketing Leader | Mar 2025 - Aug 2025

- **Led** campaign planning for **four strategic accounts**, shaping executive microsites and champion follow-up kits around buyer concerns, outcomes and a clear next step.
- **Helped revive** a stalled **€133K opportunity into a €250K pilot in 12 days**, working with Sales.
- **Focused** AI-assisted outreach plans on buyer use cases and intent, filtering noisy signals and reserving additional enrichment for missing contact information.

Experience Continued

Bitwarden

Senior Demand Generation Manager | Jun 2023 - Nov 2024

- **Introduced** Bitwarden's first account-based and sales-assisted motion alongside its product-led and inbound business, defining targeting, campaign messaging and Sales handoff. The wider program **influenced \$25.34M in enterprise pipeline** in H2 2024.
- **Developed** vertical campaigns with content and landing-page variants for different buying stages, including conversion paths for accounts showing stronger interest.
- **Led** a separate 6sense initiative that delivered **574% ROI**, measured against investment and closed-won business.
- **Personally built** a qualification workflow across Twilio SMS, Drift and email, configuring routing from captured answers and offering Chili Piper booking after qualification.
- **Built** account scorecards with Sales and RevOps; 6sense-qualified accounts had **36% higher win rates, 33% higher average selling prices** and **15% shorter sales cycles** than accounts outside that cohort in the second half of 2024.
- **Improved Contact Sales form conversion by 67%** in a 30-day A/B test, adding benefit-focused copy above the form and measuring submissions per unique page session.

HubSpot

Senior Growth Marketing Manager, Provider Partnerships | Oct 2021 - Jan 2023

- **Created** the six-episode Solutions Provider Growth Series with a workbook and office hours. The education initiative recorded a **36% improvement in activation rate**.
- **Personally built** the registration-triggered HubSpot workflow and **26-email nurture**, supporting workbook completion, community participation, episode attendance and an account-rep meeting when partners were ready to upgrade.
- **Wrote** email and landing-page copy, shaped episode decks and handled live production with experts and partner managers. The broader Growth Series recorded **61% more registrations** and **53% more attendance**.

Verse.io (formerly Agentology)

Senior Marketing Manager | May 2020 - Jun 2021

- **Led** the marketing team through the pandemic as it achieved **record marketing ARR**.
- **Connected** acquisition and lifecycle campaigns with landing-page messaging, customer follow-up and Sales routing, building nurture foundations for onboarding, re-engagement and expansion.

Creative work across Agentology and Verse: **Created** a CEO-hosted podcast with industry guests to support entry into the solar vertical.

Earlier progression: Marketing Content Manager, Verse (Jun 2019-May 2020); Marketing Coordinator, Agentology (Sep 2017-Jun 2019); Marketing Assistant, Agentology (Sep 2016-Sep 2017).

Education

B.A., Media Studies | University of California, Berkeley | 2016