

CHANNING MASTERS

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B2B marketing leader with 8+ years setting strategy and orchestrating multidisciplinary teams of marketers, designers, developers, videographers, and agency partners across agency and enterprise environments. Proven record of translating complex technical products into clear, compelling campaigns. Experienced in partnering with senior leaders and leading cross-functional campaigns from strategy through execution.

EXPERIENCE

Strategic Account Manager, Commercial Vehicle Equipment

April 2024 – Present

Holman

Own strategy and delivery of cross-functional campaigns driving product adoption, market awareness, and sales growth for a complex B2B product portfolio.

- Partner with product development, engineering, sales, and senior leadership to align on target audiences, messaging, customer segmentation, and channel strategy to connect product marketing activity to sales outcomes
- Revamped sales enablement function, modernized brochures, one-pagers, product training, and product information, enabling sales teams and customers with the right tools to shorten sales cycles
- Develop integrated go-to-market plans for new product and partnership launches, aligning brand positioning, channel strategy, and distributor readiness into a single launch playbook

Marketing Account Executive, Retail Automotive

August 2021 – April 2024

Holman

Led cross-functional marketing campaigns driving market penetration and sales growth for a dealership portfolio that grew from 8 to 15 with annual budgets exceeding \$8M.

- Planned and optimized multi-channel campaigns spanning digital, print, and event marketing to drive demand generation, showroom traffic, and sales conversion across the portfolio
- Directed a three-person team and multiple agency partners in the execution of integrated campaigns across email, social, web, paid media, PR, direct mail, and events
- Built trusted advisor relationships with Retail leadership through data-driven performance reporting and proactive strategic recommendations aligned to each dealership's growth goals

Marketing Manager

August 2019 – August 2021

FMK Agency

Built a multidisciplinary team of 10 (2 marketers, 4 designers, and 4 developers) from the ground up and transformed marketing operations and strategy, scaling the agency to \$100K MRR.

- Set strategy and creative direction for 20+ retained B2B clients across EdTech, FinTech, SaaS startups, and pharmaceuticals, overseeing execution quality across PPC, SEO, content marketing, and web development engagements
- Translated complex products into clear positioning and messaging that made client offerings easier to understand, sell, and more compelling to buyers
- Built client retention and growth strategies, managing client relationships end to end through scoping, briefing, reporting, and performance accountability, while developing the team and establishing operating cadence

Marketing Coordinator (18 - 19) & Marketing Assistant (17 - 18)

August 2017 – May 2019

The Durst Organization

Developed and executed marketing strategies for 10 properties with \$4.5M in annual budget outlays.

- Contributed to brand strategy for the rebranding and launch of two Class-A Manhattan office buildings, including first-of-their-kind tenant amenity floors
- Managed creative, agency partners, and development team to build out two interactive leasing galleries within budget and scope for the commercial and retail leasing teams
- Coordinated integrated campaign execution across email, print & digital advertising, and field marketing

EDUCATION

Bachelor of Science, Business Administration

Aug 2013 – May 2017

West Virginia University