

TOMMY SAUNDERS

Website & Growth Strategy | Product-Led Growth & Conversion | Web-to-Revenue Systems

Kansas City, MO | 816.365.7171 | tommysaunders84@gmail.com | linkedin.com/in/tommysaunders

PROFESSIONAL SUMMARY

Growth strategist with 7+ years across digital marketing, growth, and MarTech, owning the path from web visit to activated, revenue-generating customer. Builds web-to-conversion strategy, segmentation, and CRO/UX optimization, and connects marketing intent data with product-usage data into unified reporting from acquisition to activation to revenue. Launched an e-commerce business to **\$2.6M** in new revenue and **7,100+** first-year transactions, lifted organic traffic **65%**, and increased conversion **32%** — a rare blend of growth strategy, technical fluency, and cross-functional influence across Marketing and Product.

CORE COMPETENCIES

Product-Led Growth (PLG) • Web-to-Product Conversion • CRO & UX Optimization • Funnel Strategy (Acquisition → Activation → Revenue) • Segmentation & Buyer Journeys • Marketing + Product Data Integration • Reporting & Analytics Frameworks • Pricing Pages, Plan-Picker & Self-Service Routing • SEO / AI Discovery • Lead Scoring & Intent Data (ABM) • A/B Testing & Experimentation • MarTech & CMS • Cross-Functional (Marketing × Product) • Attribution Modeling

PROFESSIONAL EXPERIENCE

Branson Internet Ventures, LLC — *Senior Product Marketing & Growth Manager* Jan 2021 – Jul 2023

- Owned web-to-revenue strategy end to end: led a cross-functional team through UI/UX design, development, and launch of an e-commerce site processing **7,100+** first-year transactions and driving **\$2.6M** in new revenue.
- Architected segmented, multi-stage customer journeys and pricing/checkout flows across the CMS, reducing booking abandonment **23%**.
- Established a daily reporting dashboard and KPI benchmarks connecting acquisition to conversion and revenue — accelerating decisions and contributing to **17%** bottom-line growth.

IntelligentOperations.ai — *Founder & Growth / AI Systems Architect* Apr 2025 – Present

- Implemented lead scoring and behavioral-trigger segmentation, architecting scalable pathways for different buyer segments and increasing conversion **32%**.
- Executed SEO and AI-discovery strategy across traditional and AI-powered channels, increasing organic traffic **65%** and improving core web vitals **38%**.
- Built end-to-end marketing automation integrating demand generation with ABM, driving **47%** higher engagement and **28%** lower acquisition cost.
- Unified marketing intent and behavioral/usage data into reporting frameworks for a single, actionable customer view.

Crux KC — *Sr. Paid Media Strategist (Acquisition & CRO)* Dec 2023 – May 2024

- Managed **\$200K+** in monthly ad spend, exceeding KPI targets by **16%** and cutting wasted spend **21%** across 600+ ad groups.
- Ran attribution, conversion tracking, and UTM governance and an AI-assisted ad-copy/testing workflow, reducing cost-per-acquisition **13%**.

Windfield Real Estate LLC — *RevOps Strategist & AI Systems Architect* Jan 2026 – Present

- Unify business intelligence, marketing, and sales into a single operating model, aligning web and funnel systems to revenue.
- Build automation and reporting that turn manual, multi-step workflows into scalable, single-input growth systems.

FEWDM — *Founder / Head of Growth Marketing* Nov 2010 – Dec 2017

- Scaled a product from concept to market on **\$2.5M** in funding; ran multi-channel growth generating **\$1.5M** in a peak 90-day period and 16,000 unit sales.

EDUCATION

University of Missouri–Columbia — Bachelor’s Degree, General Studies (2004–2008); NCAA Division I Football (Mizzou Tigers).

CERTIFICATIONS

LinkedIn Marketing Strategy & Marketing Solutions Fundamentals (2024) • Google AI-Powered Performance & Search Ads for Strategists (2023) • Google Ads Measurement & Search (2022–2023) • HubSpot Sales Software Certified.

TECHNICAL SKILLS

Growth & Web: PLG, CRO, A/B testing, landing/pricing pages & checkout flows, SEO, customer-journey design, CMS.

Data & Analytics: funnel analytics, attribution modeling, conversion tracking, segmentation, KPI dashboards, marketing + product data integration.

MarTech: HubSpot, Google Ads, LinkedIn Ads, Meta Ads, SEM, marketing automation, ABM / intent-based marketing.