

Delaney Fenton

Austin, TX
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EXPERIENCE

FMK Agency, Remote — Marketing Manager

January 2025 - PRESENT

- Implement and optimize HubSpot CRM, Marketing Hub, Sales Hub, and Service Hub, improving lead management, campaign automation, and client retention.
- Develop and execute inbound and multi-channel marketing campaigns leveraging HubSpot automation, Google Ads, Google Search Console, Google Analytics, and Google Tag Manager to enhance SEO, optimize website performance, and conversion rates.
- Primary client point of contact, overseeing account management, project timelines, deliverables, and marketing strategy execution.
- Design and optimize marketing automation workflows, lead nurturing sequences, and scoring models driving sales alignment.
- Apply the latest HubSpot updates, AEO best practices, and digital marketing trends to optimize client strategies.

The Legal Connection (Acquired by Complex Legal Services), Austin, TX — Marketing Manager

January 2022 - January 2025

- Led multi-channel marketing initiatives for three brands under Complex, managing special projects and cross-brand strategies.
- Developed digital campaigns across website, blog, email, and social media, aligning strategies with business objectives.
- Leveraged HubSpot CRM, SEMrush, Google Analytics, and Sprout Social to optimize SEO strategies and track performance.
- Managed marketing budgets and digital/print creative assets.

Lakota Coffee Company, Columbia, MO — Social Media Manager & Barista Team Lead

January 2018 - December 2021

- Developed social media content strategies, increasing engagement on Instagram and Facebook.
- Strengthened brand identity by establishing guidelines, procedures, tone of voice, and more.
- Led and trained high performing team, achieving sales goals and enhancing customer loyalty.

EDUCATION

University of Missouri
Columbia, MO
BA of Journalism, Strat. Comm.

August 2017 - May 2021

SKILLS

Marketing Platforms & Tools:
HubSpot CRM, Marketing Hub, Sales Hub, Service Hub, HubSpot Integrations, Google Ads, SEMrush, GA4, GSC, Sprout Social, Teamwork, Jira

Content & Digital Channels:
WordPress, SEO, AEO, Email Marketing, Blog Writing, Content Strategy, Social Media Marketing, Canva, Adobe Creative Suite

Soft Skills: Client Relationship Management, Agile, Strategic Planning, Problem-Solving, Time Management

ACHIEVEMENTS

Drove **40% increase in website traffic within 3 months** via optimization and linking strategies.

Increased Google Ad conversions at \$0.26 CPA, optimizing PPC campaigns.

Led website redesign integrating HubSpot and WordPress enhancing UX/UI.

