

Roy Harmon

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SUMMARY

Marketing leader with a strong record of scaling revenue and pipeline in B2B SaaS. Expert in GTM strategy, demand gen, paid media, and team leadership. Proven success at seed, early- and growth-stage startups.

EXPERIENCE

LeadPost - *Chief Marketing Officer June 2022 - April 2025 | Remote*

- Tripled MRR from Q1 2023 to Q1 2025.
- 3x monthly lead growth and 14.8% to 17.9% trial-to-paid conversion.
- 2.5x annual revenue growth (2022-2024).
- Led cross-functional alignment between marketing, product, and sales.
- Managed contractors and agencies to scale efficiently.

Raindance (Consulting) - *Fractional Head of Marketing 2020 - 2022 | Remote*

- TestGorilla: 5,000%+ growth in traffic and trials via SEO and content. Contributed to growth that preceded a \$70M Series A raise.
- ScopeStack: Developed GTM strategy and messaging. Advised CEO on early-stage positioning and pipeline-building.

DX Marketing - *Senior Digital Strategist 2019 - 2020*

- Cut CPC by 75% and automated processes for 80% efficiency gain.

Fusion Web Clinic - *Marketing Content Manager - 2017 - 2019*

- Led multichannel strategy that tripled ARR, contributing to Fusion's acquisition and Inc. 5000 recognition.

Chumney & Associates - *Digital Advertising Specialist - 2016 - 2017*

- Managed \$1.5M in annual ad spend across 32 clients.
- Doubled conversion rates and cut CPC by 50%.

NOTABLE WINS

- Doubled conversion rates and cut CPC by 50%. Contributed to \$70M Series A raise (TestGorilla)
- Led ARR growth that preceded acquisition (Fusion Web Clinic)
- Managed \$1.5M in annual ad spend (Chumney & Associates)

SKILLS & EDUCATION

Skills: GTM Strategy | Demand Gen | PLG | Paid Media | CRO | SEO | Team Leadership | Funnel Optimization

Education: J.D., University of South Carolina | B.A. Philosophy & B.A. Political Science, University of Mississippi