

Thomas Sloan

MARKETING MANAGER

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SUMMARY

Marketing professional who blends behavioral science, creative messaging, and project-management rigor to get results. I've led large email campaigns (120k+ contacts), managed complex campaigns and in-person events (university commencement, Startup Weekend), and reduced SaaS churn through onboarding, education, and product-feedback loops. Skilled in cross-functional collaboration, confident with CRM tools, and educated with a MS in Marketing. I'm eager to apply my unique background to grow your company faster.

SKILLS

- **Strategy, Audience & Messaging**
 - Market Research
 - Sales Enablement
 - Segmentation
 - Persona Development
 - Copywriting
 - Go-to-Market
 - Content Development
 - **Execution & Analytics**
 - Project Management
 - Email Marketing
 - Data Analysis
 - A/B Testing
 - CRM
 - Stakeholder Engagement
 - Cross-functional collaboration
 - **Tools**
 - Salesforce (Marketing Cloud)
 - Hubspot
 - Qualtrics
 - Tableau
 - SQL
 - HTML/CSS
 - Excel
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PROFESSIONAL EXPERIENCE

Marketing Program Manager University of Colorado, Boulder

Nov 2022 - May 2025
Boulder, Colorado

\$2.1B university advancement office. Led email marketing, managed the tech stack (Salesforce, Cvent, Qualtrics), and managed projects in an agile environment to foster philanthropy and develop brand equity.

- Executed large-scale email campaigns to 120K+ audience segments using Salesforce Marketing Cloud, beating industry benchmarks with 44% open rate and 2% CTR, strengthening customer engagement and alumni lifecycle value.
- Led campaign development for 20+ campus partners using agile methodologies, managing timelines, creative assets, and stakeholder alignment to ensure timely, on-brand delivery.
- Analyzed campaign and engagement data via Salesforce and Excel to identify audience insights, informing segmentation and messaging strategies that increased engagement.
- Revamped HTML email templates and implemented personalization tactics to bring the team in line with best practices.
- Managed integrated digital and event marketing strategy for university commencement, generating 3,000+ qualified leads through targeted content and onsite activations.

Program Manager Techstars

Oct 2018 - Oct 2019
Boulder, Colorado

Global startup accelerator with \$127B market cap portfolio. Managed partner/organizer operations for Startup Weekend and Startup Week (paid in-person events) across North America to increase awareness and deal flow.

- Guided 600+ event organizers on marketing strategy, logistics, and budgeting to improve program performance and attendee satisfaction (CSAT 4.1 - 4.3)
- Managed marketing communications for 200+ Startup Weekend and 30+ Startup Week events (12K+ attendees), using data-driven outreach to strengthen community engagement and brand visibility.
- Designed and launched automated HubSpot drip campaigns that improved NPS by 1.6 points through timely, targeted lifecycle communications.
- Redesigned organizer application workflow using branching logic and lead scoring, improving application quality and event success metrics.

Customer Success Manager**Mar 2017 - May 2018****UpContent****Pittsburgh, Pennsylvania**

Series A content marketing SaaS. First CS hire, managed all onboarding, support, and education programs, guiding users to value realization. Partnered with product to drive retention and expansion.

- Led customer onboarding and education programs that reduced churn by 15% and preserved \$20K ARR, driving product adoption.
- Created a knowledge base website with video & text explainers, tutorials, and resources - allowing for scalable support and user efficacy and reducing support tickets by 11%.
- Managed inbound lead funnel through CRM tools, hosting product demos, and email nurture workflows to improve conversion rate by 18% in 6 months.
- Acted as customer advocate, translating insights into new features (filtering, UX refinements, file organization), strengthening product-market fit and retention.

Investment Associate**Jan 2016 - Mar 2017****Topanga Partners****Pittsburgh, Pennsylvania**

Private Equity firm investing in early to mid stage technology and life-sciences companies. Assisted in value-creation programs, implementing process improvements and strategic initiatives to accelerate growth and strengthen value.

- Conducted market and competitive research to assess early-stage investment opportunities in life sciences and tech sectors.
- Executed growth initiatives for portfolio companies, including digital marketing for Nestigator and process optimization for Ayo.
- Partnered with founders to launch digital campaigns (Nestigator), revamp hiring (Ayo), and develop customer onboarding (UpContent), contributing to key growth milestones.

EDUCATION**University of Denver | Aug 2021 - May 2022****Masters of Science, Marketing**

Relevant Coursework: Consumer Behavior, Marketing Metrics, Marketing Research, Integrated Marketing Communications

Wake Forest University | Aug 2011 - May 2015**Bachelor of Arts, Political Science & International Affairs**

Relevant Coursework: Quantitative Analysis, Research Methods, Formal Logic

Certifications & Courses

Scrum Product Owner, Google Analytics, Qualtrics, Salesforce (Marketing Cloud), SQL, Behavioral Science for Brands