

# Valerie Podbelski

## Prendio | BioProcure - Director of Growth Marketing

Burlington, MA

July 2024 - Present

- Developing and executing the growth marketing strategy to accelerate lead generation, conversion optimization, and brand positioning within the biotech procurement space.
- Owning the full-funnel marketing strategy, leveraging ABM methodologies to engage high-value biotech founders and C-suite decision-makers.
- Overseeing multi-channel demand generation efforts, integrating paid media, content marketing, and email automation to drive revenue growth.
- Leading audience segmentation and data-driven insights, optimizing campaign performance through HubSpot automation, analytics, and continuous A/B testing.
- Aligning cross-functional teams—sales, product, and customer success—to ensure cohesive messaging and a seamless buyer journey.
- Advising executive leadership on go-to-market strategies, competitive positioning, and emerging market opportunities to support revenue growth initiatives.

## OpenView Venture Capital - Senior Manager, Growth Marketing

Boston, MA

December 2022 - June 2024

- Developed and executed multichannel digital marketing strategies that boosted organic traffic by 30% and paid traffic by 15% within a single fiscal quarter, focusing on experimental approaches to optimize results.
- Managed daily HubSpot tasks including KPI reporting, custom field creation, social media integrations, audience list building, and direct email campaigns
- Streamlined team workflows by connecting HubSpot with Zapier and AI-driven automation tools, enhancing productivity and supporting early-stage business development.

## OpenView Venture Capital - Marketing Manager

Boston, MA

October 2021 - December 2022

- Drove a 25% increase in conversion rates by designing and experimenting with targeted, personalized drip email campaigns using HubSpot.
- Spearheaded early-stage product marketing initiatives, including website content updates and optimization using WordPress to enhance user engagement and conversion rates.
- Led early-phase SEO-driven content updates to improve visibility and provided strategic recommendations for maximizing search engine performance.

## ReadCube - Integrated Marketing Manager

Cambridge, MA

November 2019 - October 2021

- Partnered with senior executives to develop marketing strategies for B2B market entry and continued B2C audience expansion.
- Oversaw the day-to-day marketing operations including budget management, resource allocation, vendor management and project timelines.
- Planned and executed all logistics for conferences and events, increasing attendee engagement through strategic pre- and post-event marketing campaigns.

## ReadCube - Marketing Associate

Cambridge, MA

September 2017 - November 2019

- Assisted in the development and execution of product go-to-market strategies to align with the company rebrand to drive results at each funnel stage.
- Managed daily social media operations, including content scheduling, post monitoring, and engagement analysis.
- Performed ongoing keyword research and competitive analysis to identify growth opportunities and optimize rankings in tandem with paid ads and organic growth.

## B.Good - Corporate Development Associate

Boston, MA

August 2016 - August 2017

## Contact Details

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## Education

Providence College

Providence, RI

Bachelor of Science: Marketing

Double Minor in Economics and Finance

## Certifications

- Google Advanced Analytics
- Product Analytics Certification (PAC)™

## Skills

### Marketing Automation & CRM

- HubSpot
- Salesforce
- Pardot
- Clay
- Apollo
- MailChimp

### Data & Analytics

- Mixpanel
- Google Analytics / Tag Manager
- SEMRush
- WordPress
- HTML 5 / CSS 3
- Zapier

### Design & Content Creation

- Adobe Photoshop
- Canva
- Camtasia

### Project & Workflow Management

- Asana / Trello / Monday