

James Sarris

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EXECUTIVE SUMMARY

Demand generation leader and growth engineer who builds pipeline engines from zero and uses AI to automate their scale. 10+ years running full-funnel demand for B2B SaaS across paid media, SEO/SEM/AEO, content, and lifecycle. I operate as a one-person growth department that ships like a team: I own the marketing stack (automation, CRM, attribution, paid media) and build the AI agents and live-API tooling that run on top of it. Fluent in pipeline, CAC, and revenue, I make high-conviction calls with incomplete data and turn performance into funded strategy.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Manager | Cockroach Labs | Jun 2025 – Present | New York, NY

Owned paid media and content syndication at hire; expanded to run the full-funnel demand engine across channels, attribution, AI tooling, and the strategy that ties marketing to revenue.

- Scaled ICP-qualified lead generation 3.5x in 12 months
- Rebuilt the demand funnel into a cross-platform program across Google, Meta, Display, Reddit and LinkedIn, contributing \$10M+ in influenced pipeline over 12 months
- Built agentic reporting and optimization tooling on live APIs, cutting time-to-insight 70%+ versus manual aggregation, and engineered internal AI agents for research, intent-signal processing, and campaign optimization that multiply execution capacity.
- Set content and channel strategy across SEO and SEM/AEO and run experimentation against CRO, treating every campaign as a measurable experiment to win AI-driven search and convert demand efficiently.
- Partnered with executive, product, and RevOps leadership to connect paid demand with Cockroach's product-led growth motion, feeding self-serve signup behavior into targeting and turning performance insight into prioritized, funded initiatives.

Senior Digital Marketing Manager | meshIQ | Aug 2023 – Jun 2025 | Plainview, NY

Built the demand-generation program from scratch, standing up the engine and the measurement to scale qualified pipeline.

- Stood up the company's first demand-generation engine, no inbound lead gen existed prior, and grew total lead volume 111% YoY by repositioning the funnel and tightening message-to-market fit.
- Grew organic traffic 43% YoY through an integrated SEO and content strategy tied to quality demand generation rather than traffic.
- Architected the attribution models and performance dashboards (GA4, HubSpot) that gave leadership full-funnel visibility into pipeline drivers.

Digital Marketing Manager | Trackforce Valiant / TrackTik | Jan 2020 – Aug 2023 | Woodbury, NY

Led global demand generation and the analytics behind it across a three-brand portfolio.

- Scaled paid programs to 4x ROAS and grew pipeline 200% QoQ through portfolio-level demand strategy and disciplined budget allocation.
- Directed a \$100K/month paid-media budget across channels and three brands, managing to ROI and channel-level performance.
- Led a CRM migration and attribution overhaul for decision-grade pipeline visibility, partnering with Sales, RevOps, and leadership to align demand generation with pipeline conversion and lead handoff.

PPC Manager / Social Media Specialist | AIMG | May 2018 – Jan 2020 | Lake Success, NY

- Owned paid search, display, and social across client accounts, lifting lead quality through audience segmentation and continuous experimentation, with full-funnel tracking (GTM, HubSpot, Salesforce) tying campaigns to outcomes.
- Drove 20,000+ event registrations through integrated campaign strategy for the robotics and automation industry.

Account Specialist | adMarketplace | Aug 2017 – May 2018 | New York, NY

- Turned enterprise performance data (Omniture, Kenshoo, Kochava) into strategic insight, managed pacing for budget accuracy, and presented performance and recommendations in QBRs.

SKILLS & TECHNOLOGIES

Full-Funnel Demand Generation | Pipeline Strategy & Forecasting | Growth Engineering (APIs, Automation, Agentic Infrastructure) | Channel Strategy & Experimentation | Marketing Stack Ownership (Automation, CRM, Attribution) | AI-Native Marketing Tooling | Paid Media Leadership (P&L) | SEO & SEM / AEO | CRO & A/B Testing | Cross-Functional Alignment (Sales, RevOps, Product) | CAC, LTV & Channel ROI | Stakeholder & Executive Communication

Tools: Google Ads | LinkedIn Ads | Meta Ads | GA4 | GTM | SEMRush | HubSpot | Salesforce | Bizible | Profound | Claude / ChatGPT | Node.js | HTML/CSS | WordPress | Zapier | n8n

EDUCATION & CERTIFICATIONS

Hofstra University | Bachelor of Arts, Public Relations

Certifications: Google Ads (Search, Display, Shopping) | HubSpot Inbound | Google Analytics (GA4)