

Joe Holmes

B2B Marketing Director | SaaS, Demand Gen & Brand Strategy

Contact Information

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Professional Summary

Dynamic marketing leader with 15+ years of experience driving measurable growth across automotive SaaS and digital advertising. Known for blending creative strategy with technical execution, delivering full-funnel campaigns that scale revenue and brand impact. Most recently at Dealer Alchemist, built data-driven marketing systems, AI-powered content workflows, and go-to-market strategies that elevated product adoption and brand presence across OEM programs.

Core Competencies

- Automotive Digital Advertising
- Full-Funnel & ABM Campaigns
- Lead Generation & Paid Media (Google, Meta, LinkedIn)
- B2B Content & Collateral Strategy
- Sales Enablement & Brand Development
- Video & Multimedia Production
- HubSpot, Google Ads, Canva, WordPress
- Cross-Functional Leadership & Start-Up Growth

Professional Experience

Freelance Marketing & Design Consultant – Self-Employed (Oct 2024 – Present)

Providing strategic marketing consulting and execution support to mission-driven companies and growing startups. Projects range from branding and website development to demand generation, AI-powered automation, and sales enablement.

- Led a visual storytelling project for the Adams County Benefits & Wellness Department, using AI-generated scenes to illustrate how employees engage with wellness programs.
- Developed cross-channel content and sales enablement assets.

Dealer Alchemist – Denver, CO (Remote)

Director of Marketing (July 2025 – November 2025)

Worked under the COO and a fractional CMO to led marketing transformation and creative direction for Dealer Alchemist's SaaS-driven automotive marketing solutions. Built scalable CRM infrastructure, AI-driven content systems, and modernized all product positioning and sales enablement materials.

- CRM & Lead Funnels: Implemented and customized Zoho CRM for marketing, designing automated lead funnels, campaign workflows, and reporting dashboards that streamlined the sales pipeline.
- Sales Enablement: Executed a full redesign of all sales pitch decks across OEM programs (Dealer Alchemist's top strategic priority for Q3), enhancing brand cohesion and closing efficiency.
- AI & Automation: Developed AI agents to accelerate content creation, streamlining social, blog, and ad asset production for product launches and campaigns.

- Go-to-Market Strategy: Created comprehensive go-to-market plans for multiple new product launches, including positioning, messaging, campaign sequencing, and creative rollout.
- Video Production: Shot and edited promotional videos for 19 products, expanding visual storytelling across digital channels and presentations.
- Web Redesign: Led the full redesign of Dealer Alchemist's website, modernizing the user experience and strengthening lead conversion performance.

Dealerslink – Broomfield, CO (Hybrid)

VP of Marketing (Aug 2023 – October 2024)

Marketing Director (July 2016 – July 2023)

Marketing Manager (May 2014 – June 2016)

Promoted through three roles while scaling the company from startup to industry leader. Built the entire marketing function, reporting directly to the CEO and driving measurable growth across revenue, brand awareness, and product adoption.

- Lead Gen & Digital Advertising: Managed 7-figure budgets across Google, Meta, and LinkedIn. Launched Performance Max campaigns, increasing cross-network traffic by 5,576%.
- ABM Campaigns: Drove a 30% increase in SQLs, 75% shorter sales cycles, and 71% lift in contract values.
- Content Strategy: Produced thought leadership, blogs, case studies, and white papers supporting SEO and brand positioning.
- Video Production: Scripted, filmed, and edited all company videos including explainer, testimonial, and event recaps.
- Events: Owned booth presence, branding, and collateral for industry conferences; supported executive speaking opportunities.
- Team Leadership: Built and led a team of 6 creatives, managing timelines, budgets, and cross-functional priorities.
- Website & SEO: Increased organic traffic 25% in six months; led web redesign and CMS optimization.
- Branding: Developed Dealerslink's brand standards and oversaw all creative and messaging execution.

Marketing Graphic Designer – Stevinson Automotive (Jan 2012 – May 2014)

Executed full-stack marketing strategies for seven dealerships across six OEM brands. Led creative direction and digital marketing campaigns that supported both brand compliance and local sales goals.

- Contributed to SEO, retargeting, and email campaigns to drive traffic and lead generation across nine dealership websites.
- Created and maintained content for web, print, and social channels, aligning with Tier 1 guidelines from manufacturers like Toyota, Lexus, and Chevrolet.
- Created all in-house design and video production, including promotional materials, TV spots, and online advertising assets.
- Collaborated with GMs and Internet Managers to execute location-specific promotions and monthly ad rotations.
- Played a key role in coordinating regional sponsorships and events, reinforcing brand visibility in the Denver market.

Freelance Creative & Visual Storyteller – Self-Employed (Dec 2009 – Jan 2012)

Provided full-service marketing, design, and content solutions for small businesses and nonprofits. Supported PR kits, event campaigns, and brand activations.

Graphic Designer – EnerCom, Inc. (Jun 2008 – Dec 2009)

Supported 300+ mid-cap energy clients with website content, presentation decks, and event branding. Delivered creative for global investor conferences and publications.

Marketing & Analytics Tools

- CRM & Analytics: HubSpot, Salesforce (basic), Go High Level, Zoho, Google Analytics 4 (GA4), Google Search Console, SEMrush
- Email & Automation: HubSpot, Zoho Campaigns, Drip, Pardot, Mailchimp
- Digital Advertising: Google Ads, LinkedIn Ads, Meta Ads, Microsoft Ads, AdRoll,
- Creative & Web: Adobe Creative Suite, Canva, WordPress, ChatGPT, Jasper, LTX Studio
- Project Management & Collaboration: My 90 (EOS), Asana, Trello, Slack, Microsoft 365

Education

Colorado Mesa University – Bachelor of Fine Arts (Graphic Design)

Interest & Passions

Volunteer: Mountain Pet Rescue, Riverdale Animal Shelter, Colorado SUP Club

Arts: Photography, Digital Design, Woodworking, Organic Gardening

For Fun: White Water Paddle Boarding, Skiing, 14ers (Hiking), #YurtLife