

EDWARD MCFIELDS

DEMAND GENERATION & REVENUE MARKETING LEADER

PROFESSIONAL SUMMARY

Revenue marketing and demand generation leader with 11+ years of experience building marketing systems that drive pipeline growth across logistics, financial services, manufacturing, and food distribution industries. Proven track record launching new brands, developing go-to-market strategies, and architecting full-funnel demand generation programs using HubSpot, paid acquisition, SEO, and content marketing. Experienced in aligning marketing and sales teams to improve lead quality, accelerate pipeline velocity, and support revenue growth.

EDUCATION

Bachelor's Degree - Business Management
2015-2017
Colorado State University

Master's Degree - Digital Media
2019-2020
University of Washington

SKILLS

Demand Generation Strategy
Revenue Marketing
HubSpot Marketing Automation
Pipeline Development
Paid Search & SEO Strategy
CRM Workflows (HubSpot & Salesforce)
Marketing Analytics & Performance Tracking
Sales Enablement & Marketing-Sales Alignment
mance Tracking
Content Marketing & Thought Leadership
Lead Generation & Funnel Architecture
B2B Growth Marketing

WORK EXPERIENCE

2025

SimPL Freight Solutions | Raleigh, NC

Marketing Manager

Lead marketing strategy for Synchrologistics while spearheading the creation and launch of SimPL Freight Solutions, a managed transportation brand serving mid-market and enterprise shippers.

- Led the creation and launch of the SimPL Freight Solutions brand, including positioning, messaging architecture, and website development.
- Designed and executed demand generation campaigns across paid search, email automation, content marketing, and social channels targeting logistics executives.
- Built the full marketing funnel including landing pages, lead capture, CRM workflows, and lead scoring using HubSpot and Salesforce.
- Manage the complete marketing lead lifecycle, including capture, qualification, nurturing, routing to sales, and pipeline reporting.
- Partner with sales leadership to conduct pipeline reviews, campaign optimization, and messaging refinement.
- Developed marketing assets including case studies, landing pages, sales presentations, and email campaigns to support sales enablement.
- Manage website strategy, SEO performance, and marketing analytics dashboards to track campaign effectiveness and marketing contribution to pipeline.

2021

The Pacific Financial Group | Bellevue, WA

Digital Marketing Manager

Lead digital marketing initiatives supporting financial advisory programs and advisor engagement across investment and retirement platforms.

- Developed and executed SEO and paid search campaigns that improved search visibility and lead generation for financial advisory programs.
- Managed marketing analytics and campaign performance using Google Analytics and Cyfe dashboards.
- Produced digital marketing campaigns supporting product launches, advisor education, and marketing initiatives.
- Contributed to the expansion of \$440M in assets under management in 2023 through targeted digital marketing initiatives.
- Managed content strategy and digital marketing channels supporting advisor engagement and program growth.

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WORK EXPERIENCE

2018 PACCAR | Renton, WA

2021 Senior Marketing Specialist

Managed integrated marketing programs supporting PACCAR Parts dealers across North America.

- Led integrated marketing campaigns supporting PACCAR Parts dealers across the U.S. and Canada.
- Increased promotion participation and dealer loyalty program engagement by 10% through targeted campaigns and outreach.
- Collaborated with agencies and internal teams to deliver digital marketing, email campaigns, and dealer communications.
- Produced marketing communications and training materials used by dealers to support product promotions and sales initiatives.
- Analyzed dealer participation and campaign engagement metrics to improve program performance.

2015 US FOODS | Fife, WA

2018 Area Marketing Coordinator

Supported regional marketing programs across multiple markets in the Pacific Northwest.

- Supported marketing initiatives across Seattle, Portland, and Salt Lake City markets.
- Developed marketing collateral, sales presentations, and promotional materials aligned with US Foods brand standards.
- Planned and executed regional marketing events and trade shows targeting foodservice operators.
- Managed digital channels including email marketing, website updates, and social media content.
- Partnered with regional sales teams to support customer engagement and new business development.

2008 The Ritz-Carlton Hotel Company | Cayman Islands

2014 Food & Beverage Operations

- Delivered service to high-end clientele in luxury hospitality environments.
- Supported banquet and event operations while training new team members.
- Recognized for service excellence and attention to detail