



## ALI TEJANI

Austin, TX

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### Head of Marketing Operations

October 2018 - Present

**SOAL Technologies** (Parent Company) | Austin, TX

**Acquired Companies:** Kupplin Healthcare Staffing, Tekberry

Functioning as Head of Marketing across three brands (SOAL Technologies, Kupplin, Tekberry), leading strategy, team development, campaign execution, and marketing infrastructure. I have extensive experience leading international teams in developing and executing innovative marketing strategies.

- Collaborated with key stakeholders, including CRO, CEO, VP of Operations, and vendors, to create effective Account Based Marketing (ABM) strategies, improving departmental alignment and campaign success.
- Collaborated with sales teams to develop and execute multi-channel digital B2B campaigns using Google AI, Adword, and Meta Suite resulting in a 26% increase in lead generation and a 15% boost in customer engagement through effective prospect nurturing and targeted outreach.
- Designed the content layout and directly managed the execution of content creation, providing strategic edits and feedback to ensure high-quality assets used in successful paid campaigns.
- Led comprehensive post-acquisition integration efforts for Kupplin and Tekberry, managing the seamless alignment of marketing strategies across both entities. Spearheaded the development of unified marketing campaigns, harmonized brand messaging, and optimized cross-company marketing processes to ensure a cohesive brand presence and strategic synergy.
- Led successful PR campaigns and created/optimized effective SEO and SEM strategies, resulting in increased media coverage, brand recognition, improved search rankings, increased website traffic, and a 250% growth in organic social media presence in the first 12 months of rebranding
- Spearheaded Growth Marketing initiatives, including SEO, SEM, ABM, and scaling Kupplin's international nurses program, driving measurable growth and optimizing digital campaigns for increased ROI
- Created and implemented marketing initiatives for Managed Service Provider (MSP) solutions, focusing on client engagement and service promotion to enhance brand visibility and market penetration resulting in lowered customer acquisition cost.
- Proven track record in driving digital performance and accelerating demand through integrated, buyer-centric strategies across healthcare, tech, and industrial sectors—resulting in increased lead generation, improved conversion rates, and higher ROI from SEO, social media, and targeted campaigns.
- Drove a 48% increase in qualified B2B leads and reduced cost-per-lead by 29% by optimizing multi-channel performance marketing campaigns across Google, LinkedIn, and programmatic platforms; leveraged A/B testing, intent-based targeting, and CRM integration to improve funnel efficiency and attribution accuracy.
- Led performance marketing initiatives across paid search, social, and display channels, driving measurable increases in lead volume and campaign ROI
- Oversaw US display advertising, paid social and content syndication across channels including Tik Tok, Instagram, Meta, LinkedIn, Facebook, Google Display Network, YouTube and more.
- Developed tactical performance media plans that support our ABM and Evergreen strategies by collaborating closely with our global digital agency. Led the partnership through regular strategy sessions, campaign execution, and ongoing optimizations to ensure alignment with business goals and maximize campaign effectiveness.
- Leveraged data and insights to orchestrate personalized and relevant digital campaigns. Continuously collaborated with Account Managers and digital teams to refine our ABM strategy and optimize performance to hit pipeline targets



- Analyze campaign performance using Tableau, Salesforce, and in-platform reporting and share findings and recommendations with stakeholders
- Proficient in project management, demonstrated by successfully planning and scaling Kupplin's international nurses program. This involved coordinating cross-functional teams to ensure effective execution and optimal resource utilization, resulting in a 30% increase in nurse placements and a significant improvement in client satisfaction.
- Scaled Kupplin's international nurses program into a key growth channel through strategic positioning, targeted campaigns, and alignment with recruiting and sales
- Launched SkillzHub (LMS), onboarding 310+ users (RN Nurses) to a paid NCLEX prep platform within the first 3 months, and later expanded into technical assessments, successfully testing 500+ candidates for client requirements
- Managed and implemented on website optimization, design layout, including SEO, A/B Testing, Ad Placement, Copywriting, and Keyword Optimization.
- Led large-scale ERP implementation projects over a 12-month period, coordinating with cross-functional teams to ensure successful deployment and user training for over 150 employees.
- Created detailed RFP proposals (state, city and private sectors) and strategic roadmaps to guide project execution and align with client objectives.
- Managed marketing and event budgets, allocating resources to maximize ROI and achieve business objectives. Coordinated and executed large-scale events, overseeing logistics and vendor relationships to ensure seamless experiences for guests and staff.
- Orchestrated with cross-functional teams, including product, design, and engineering, to develop and launch successful marketing campaigns.
- Used empathy-based communication skills, in offshore training to successfully build and manage remote teams.
- Partnering with the Human Resources team to manage culture and internal communications, leveraging intentional programs to strengthen what we value and continuously improve and shape the changing landscape at SOAL.
- Developed and executed marketing strategies for SaaS products, driving customer acquisition and retention through targeted campaigns and personalized content.
- Pioneered meticulous research initiatives to understand our target audience thoroughly. This strategic approach allowed for the avoidance of blindly launching costly paid campaigns, ensuring resources were allocated effectively for maximum impact.
- Demonstrated my commitment to global team success by autonomously conducting training sessions for offshore employees, ensuring a smooth transfer of knowledge and collaborative spirit.
- Worked independently with developers to redesign websites, showcasing expertise in both functional and UI aspects. This resulted in enhanced user experiences and improved brand representation.
- Recognized by my peers for a mindful and empathetic leadership style, fostering team success through collaboration and support—leading to improved team productivity, stronger cross-departmental communication, and successful delivery of high-impact marketing initiatives.

### **Sr. Technical Recruiter**

September 2014 - August 2018

SOAL Technologies | Austin, TX

- Responsible for full life-cycle recruiting process including sourcing and identifying candidates, telephone screening, interviews, technical testing, reference and background verification, submittal to client, salary negotiation and new-hire training.
- Develop, plan, and implement recruitment strategies and activities to meet hiring objectives for assigned territory and job vacancies.



- Build relationships with key sources of candidates including social media, referrals, job boards, internal ATS (Lotus Notes), community resources, and other sourcing channels.

## EDUCATION

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**Texas State University** | Bachelor of Liberal Arts: Marketing & Communications

## SKILLS

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Digital Marketing - Content Strategy and Creation - Marketing Communications - Brand Management - Marketing Analytics and Performance Metrics - Email Marketing (Pardot, Eloqua, Outreach, MailChimp) - Account Based Marketing (ABM) - Google Ads - WordPress - SEM - Meta AD Suite - LinkedIn AD Manager - Event Management - Short Form Content Creation - Google Adwords – Google AdMob – Google AI – Performance Marketing