

Megan Culshaw

B2B Marketing Leader | Demand Generation & GTM Marketing | Data, Analytics & AI

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PROFESSIONAL SUMMARY

B2B marketing leader with 8+ years of experience driving pipeline, brand awareness, and product launches for technology and data, analytics, and AI consulting firms. Leads integrated, multi-channel marketing for SDG Group USA, spanning go-to-market strategy, demand generation, partner marketing, creative storytelling, and executive thought leadership. Brings an MBA and an MS in Marketing (4.0 GPA) plus hands-on expertise in HubSpot, Marketo, paid social and search, SEO, video production, and generative AI tools for content and campaign development.

CORE COMPETENCIES

B2B Marketing Strategy | Go-to-Market (GTM) Strategy | Demand Generation | Pipeline Growth | Account-Based Marketing (ABM) | Product Marketing & Product Launches | Partner & Channel Marketing | Integrated Multi-Channel Campaigns | Paid Social & Paid Search | Content Marketing & Thought Leadership | SEO/SEM | Marketing Analytics & ROI | Marketing Automation | Brand Strategy | Agency & Vendor Management | Budget Management | Executive Communications | Video Production

PROFESSIONAL EXPERIENCE

USA Head of Marketing & Communications

Sep 2022 – Present

SDG Group USA | Remote

- Lead integrated, multi-channel B2B marketing for the US business across paid media, email, web, social, events, and content, managing a **\$400K+ marketing budget**; grew MQL pipeline year over year through data-driven audience segmentation, targeted nurturing campaigns, and spend optimization.
- Built go-to-market plans and launched **2 AI products in 4 months**, owning positioning, web presence, PR, promotional materials, and sub-branding.
- Run partner marketing with technology partners including Snowflake, Matillion, and Sigma Computing, delivering co-branded content, partner announcements, and customer success stories aligned to partner brand guidelines.
- Manage creative, media, and demand generation agencies, including Account-Based Marketing (ABM) programs; sourced and selected a lead generation partner and launched a Meta lead-to-call program targeting \$500M–\$3B companies in healthcare, life sciences, retail, CPG, and manufacturing.
- Advise executive leadership on commercial strategy, media plans, and budget; audited the marketing technology stack (HubSpot, Apollo, Crossbeam) to close gaps in social scheduling, event management, and SEO.

Independent Marketing Consultant

2025 – Present

Megan Culshaw Consulting | Barrington, RI

- Conducted market research for Salce, an Arizona small-business hot sauce producer, and developed the strategy to enter a new B2C market: custom wedding favors.
- Produced video content and ran a 3-month Instagram ad campaign for Salce, building real-time dashboards to track and optimize campaign performance; the engagement delivered **3 net new wedding clients**, with more now under contract.

Marketing Specialist

Oct 2018 – Apr 2021

Envision Technology Advisors | Pawtucket, RI

- Executed integrated marketing campaigns and demand generation programs, partnering with sales and strategic partners to drive lead engagement and revenue growth.
- Grew Twitter (X) followers **1,090%** and LinkedIn **729%** through a data-backed content strategy; built sales enablement toolkits for the sales team.
- Analyzed market research and campaign performance to refine audience segmentation and digital strategy across web, email, and social channels.

EDUCATION

Master of Business Administration (MBA)

Apr 2022

University of Cincinnati, Lindner College of Business | GPA 4.0

- 1st Place, Penn State Smeal MBA Sustainability Case Competition (2021; \$10,000 award)
- Capstone: analyzed internal company data and built data visualizations on employee motivation and brand awareness for Sogeti

Master of Science in Marketing

Jun 2022

University of Cincinnati, Lindner College of Business | GPA 4.0

- Capstone: brand awareness and book-launch strategy for The Big Picture Partners, LLC, including sales channels, digital advertising, web, and scripted, produced, and edited promotional video

Bachelor of Science in Business Administration, Marketing (Minor: Economics)

May 2018

University of Rhode Island | GPA 3.98

TECHNICAL SKILLS

- **CRM & Marketing Automation:** HubSpot (CRM, CMS, Marketing Hub), Salesforce, Adobe Marketo Engage, Hootsuite
- **Sales & Partner Intelligence:** Apollo, Crossbeam
- **Advertising Platforms:** Google Ads, YouTube Ads, Meta Ads, LinkedIn Ads
- **Analytics & Data Visualization:** Google Analytics, Microsoft Power BI, Microsoft Excel
- **Design & Video:** Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator, InDesign), Final Cut Pro
- **Web & CMS:** HubSpot CMS, WordPress, Wix, HTML & CSS
- **Generative AI:** ChatGPT, Claude, Google Gemini, Adobe Firefly
- **Project Management:** Microsoft 365, Google Workspace, Jira, Trello, monday.com

CERTIFICATIONS

- Adobe Marketo Engage Business Practitioner (2025)
- HubSpot SEO Certification (2024)
- Google Ads Search Certification (2022)
- HubSpot Sales Software Certification (2022)
- Microsoft 365 Certified: Fundamentals (2022)
- Marketing for Social Change (2022)

VOLUNTEER & LEADERSHIP

- Planned and executed the first Mental Health Awareness Day at the University of Rhode Island
- Co-produced a podcast with The Constellation Coalition, a nonprofit helping women in developing countries start businesses and secure dignified employment