

Ben Hale

CONTENT MARKETER · DEMAND GENERATION · TECH STARTUPS & SCALEUPS

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TL;DR

\$6.1M

Pipeline Generated

51

SQLs in One Year

69M+

PR Impressions

196

MQLs from Content Campaign

Most B2B content is boring. Criminally, inexcusably boring. I've spent 11 years doing something about it: building content engines at startups and scaleups across RegTech, PropTech, SalesTech, and a food park. I started my career writing press releases for a public safety tech company being acquired by Motorola. I ended up running a \$2M media budget, generating \$6.1M in pipeline, and launching campaigns people actually remembered. I think strategically, execute quickly, and genuinely enjoy the work. Let's talk.

EXPERIENCE

Chief

2024 – Present

SalesTech startup · AI-powered revenue intelligence for B2B sales teams · Lehi, UT

Content Marketing Manager

- › Defined positioning, messaging, and content strategy from scratch, forming the foundation for all marketing activity.
- › Project managed, wrote copy for, and designed pages for the Chief website, coordinating with graphic design and development agencies. Continued to build use case pages, a B2B sales glossary, blog content, and release notes. [16K active users in 11 months.](#)
- › Created content campaigns and ghostwrote thought leadership for the CEO, distributed via paid and organic LinkedIn, coordinating with a creative agency. [196 MQLs · 32 SQLs \(demo requests\).](#)
- › Led Chief brand launch campaign across LinkedIn. [840K impressions · 136 new followers · 2,388 page views · 6.1% engagement rate \(above 5% benchmark\).](#)
- › Led Opportunity Engine and Plena acquisition launch campaign. [67K impressions \(+16.3% MoM\) · page views +80.5% · followers +68.8% · 5.7% engagement rate.](#)
- › Engineered automated email systems for lead nurture and cold outbound: set up tooling, designed workflows and cadences, wrote copy, and ran A/B tests. Early results drove iteration; still optimizing.
- › Ran sales enablement sessions and 1:1 social selling coaching for the sales team, developing supporting collateral.

Hawk

8/2022 – 11/2024

RegTech scaleup · AI-powered AML and fraud detection for global banks · Munich, Germany (Remote)

Content Manager

11/2023 – 11/2024

- › Owned global content marketing strategy: refined messaging, personas, and geographic approach.
- › Optimized content for engagement and conversion.
30% increase in inbound MQLs · 205 total.
- › Led creation of 29 new B2B content pieces including company's first video projects.
16% organic traffic increase · 5 attributable MQLs.
- › Managed one-year US content campaign with key media partner.
315 MQLs · 500K+ impressions.

US Marketing Manager

8/2022 – 10/2023

- › Owned US marketing strategy across all channels.
\$5.6M in pipeline · \$355K closed ARR · 172+ MQLs · 51 SQLs.
- › Managed sponsorship of three major industry events.
31 SQLs · \$4.8M in pipeline.
- › Spearheaded four educational webinars with partner organizations.
6 SQLs · \$250K in pipeline.
- › Executed four media partner campaigns.
84 MQLs · 5 SQLs · \$200K in pipeline.
- › Executed six targeted email campaigns.
4 SQLs · \$150K in pipeline.
- › Wrote and published 8 content pieces.
+5.19% pages/session · +19.49% session duration · -5.73% bounce rate.

Homie

11/2020 – 6/2022

PropTech scaleup · disrupting the traditional real estate agent model across the Western US · South Jordan, UT

Marketing Specialist – Utah/Idaho

- › Managed \$2M annual media budget and optimized channel mix.
47% QoQ lead volume increase.
- › Led cross-functional content marketing team.
200% blog output increase · 6% organic traffic increase.
- › Managed 20+ PR projects.
69M+ PR impressions · Homie earned Best in State, Inc. 5000, Top Workplaces.
- › Managed \$100K Utah Jazz sponsorship.
~80M brand impressions · 30K site visits.
- › Managed St. George Marathon and Silicon Slopes Summit sponsorships.
150+ sales leads.

- › Managed content and ad partnerships with KSL and Deseret News.
\$20K incremental revenue · 3% incremental traffic.
- › Ghostwrote thought leadership content for CEO and President, establishing Homie as Utah's real estate authority.

Motorola Solutions / Spillman Technologies

5/2015 – 2/2018

Public safety technology scaleup · acquired by Motorola Solutions during tenure · Salt Lake City, UT

External Communications Specialist

- › Owned multi-channel communications across press releases, blog, ads, and social content through two brand transitions.
- › Managed \$200K media budget across digital and traditional channels.
Ad ROI improved 8–11%.
- › Built media relationships and distributed weekly press releases.
+21% social media following.

Soho Food Park

8/2018 – Present

Entrepreneurial venture · rotating food truck park · full-time 2018–2021, active part-time since · Holladay, UT

Managing Partner

- › Built and executed full marketing stack from scratch: social, email, paid ads, and PR.
186% revenue growth · 101% YoY sales increase · 51.75% email open rate · 15.25% CTR.

Halestorm Sharma LLC

7/2015 – 10/2024

Residential real estate · renovation, leasing, and operations of 11 apartment units · 100% payment rate over 8+ years · 0 evictions · Holladay, UT

Managing Partner

EDUCATION

University of Utah, David Eccles School of Business

2021

Master of Business Administration

Cum Laude

Brigham Young University

2015

BA in History · Minor in Business Management