

Angela McPherson

MARKETING LEADER | STRATEGY, GROWTH &
DEMAND GENERATION

Lexington, NC • (336) 655-4435 • angelahillmcperson@gmail.com • angelahillmcperson.com

I bring 20+ years of experience leading marketing from the first strategic decision through campaign execution and performance improvement. I know how to position an offering, reach the right buyers and give sales meaningful support. My background spans healthcare, life sciences and technology, with hands-on expertise across content, paid media, websites, search, email and automation.

Experience

Salient Health | Marketing Manager | 2025 - Present

Lead marketing for a healthcare analytics company, with responsibility for brand positioning, integrated campaigns and sales enablement. Repositioned the brand around healthcare decision intelligence and developed guides, campaigns and sales materials to support that positioning. Built programs reaching more than 5,500 healthcare decision-makers and gave sales relevant content for prospect conversations.

The XK3 Agency | Vice President, Marketing, Contract | 2020 - 2026

Led demand generation for B2B clients, owning channel planning, campaign execution and performance optimization across paid search, paid social, SEO and email. Used campaign data to guide budget decisions and identify opportunities for improvement. Built HubSpot automation and nurture programs to engage prospects and support sales follow-up.

Celerion, Inc. | Director, Digital Marketing | 2023 - 2025

Reduced Google Ads cost per click by **35%** and increased organic engaged sessions by **69%** month over month through campaign optimization and website improvements. Led digital marketing and website modernization for a global clinical research organization serving pharmaceutical and biotechnology companies. Developed the company's answer engine optimization strategy to strengthen visibility across traditional and AI-powered search.

Waterfield Tech | Senior Demand Generation Manager | 2020 - 2023

Owned demand generation for enterprise contact center and customer experience software, building campaigns across paid media, account-based marketing, email, content, search and events. Partnered with sales, product marketing and solutions teams to address the priorities of IT, customer experience and operations buyers. Connected campaign planning with lead acquisition and pipeline goals.

Foster Caviness | Digital Marketing Manager | 2020

Led digital marketing across the company's website, social media, recruitment and direct-to-consumer channels. Built customer-facing programs that helped expand market reach and support sales growth. Strengthened the company's digital presence to help customers discover its offerings and prospective employees learn about career opportunities.

ALG Senior | Manager, Digital Communications & Online Strategy | 2018 - 2020

Led digital marketing and communications across a portfolio of senior living brands and communities, helping prospective residents and families explore their options. Managed paid search, lead generation, social media and website development to strengthen community awareness and engagement. Coordinated agency partners and maintained consistent messaging across brands while supporting the needs of individual communities.

Selected Consulting Experience

AM Digital Studio | Founder | 2008 - Present

Founded AM Digital Studio and built a client base of more than 80 businesses, leading brand development, website launches and digital marketing programs. Worked directly with owners to set priorities, manage creative and technical partners and deliver projects from planning through launch. Current work consists of select consulting engagements focused on marketing strategy, practical AI adoption and workflow automation.

Education

Bachelor of Science, Business Marketing | Liberty University

Certifications

Certified GURU Email Specialist | June 2025

Smartsheet Certification | February 2025

Certified Optimization & Testing Specialist | June 2022

HubSpot Digital Marketing Certification | March 2022

Core Competencies

Marketing Strategy & Planning • Brand Positioning & Messaging • Demand Generation • Integrated Campaigns • Paid Media • SEO & Answer Engine Optimization • Content Strategy • Email Marketing & Lead Nurture • Marketing Automation • Website Strategy & Conversion Optimization • Account-Based Marketing • Analytics & Performance Optimization • Sales Enablement • AI Adoption & Workflow Automation

Marketing Technology Proficiencies

HubSpot • Salesforce • Pardot • Google Analytics 4 (GA4) • Google Ads • Google Search Console • LinkedIn Campaign Manager • Meta Ads Manager • SEMrush • Looker Studio • WordPress • Adobe Creative Suite • Canva • Microsoft Excel • Smartsheet • Zapier • Make • n8n • ChatGPT • Claude • Perplexity