



Chad Parker

Marketing Operations & Strategy Leader | Bridging Data, Technology & Growth

Contact

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Profile

Marketing leader with 14+ years of experience driving enterprise-level digital transformation and revenue growth. Expert in unifying marketing, sales, and analytics to build scalable, data-driven ecosystems that deliver measurable business results. Skilled in marketing operations, attribution modeling, and customer-data integration to enable smarter decision-making and long-term growth. Recognized for leading cross-functional teams, optimizing MarTech investments, and translating complex insights into strategic action at scale.

Experience

November 2021 -
Present

Director of Digital Marketing, Marketing Operations – QXO Herndon, VA

- Scaled digital revenue from \$750M to \$1.25B and influenced \$2.5B in offline branch sales.
- Built QXO's marketing funnel and tracking system from scratch, generating 30K leads, 10K qualified prospects, and 1,500 customers per quarter.
- Led a team of 11 and founded the Growth Lab, a cross-functional think tank linking Marketing, Sales, Engineering, IT, FP&A, and Data Analytics to accelerate innovation.
- Developed the enterprise-wide ROI Dashboard integrating customer-value modeling and multi-channel attribution across loyalty, eCommerce, offline sales, national promotions, the QXO App, and APIs.
- Managed a \$7M budget (including \$1.1M in advertising) and modernized the MarTech stack to enable personalization, AI multivariate testing, and advanced analytics.
- Introduced Zero-Based Budgeting and a cost-justification framework to quantify incremental lift and tie spend to measurable ROI.
- Directed deployment of a Customer Data Platform (CDP) to centralize data and power next-best-action marketing across web, email, and social.

June 2018 –
November 2021

Head of Digital Marketing – CIC Plus, Inc. Skokie, Illinois

- Delivered a 392% increase in MQLs, 150% increase in SQLs, and 178% increase in marketing-influenced deals over three years.
- Directed a full brand refresh producing a 40-page style guide.
- Built Salesforce Einstein Analytics dashboards for full-funnel visibility.
- Automated cross-channel campaigns and led SEO/SEM programs that reduced CPL and improved reach.

March 2017 –
June 2018

Sr. Marketing Analyst – CCC Information Services
Chicago, Illinois

- Increased paid search ROI by 800% in three months.
- Integrated Salesforce and Pardot and maintained MarTech connections (Terminus, AdWords, Moz, Calendly).
- Partnered with Sales to improve lead scoring and inbound conversion tracking.

June 2014 –
March 2017

Digital Marketing Analyst, Global – Workplace Systems
Chicago, Illinois

May 2012 –
June 2014

Digital Marketing Specialist – jTypes
Chicago, Illinois

August 2011 –
May 2012

Communications Assistant – Armour College of Engineering
Chicago, Illinois

Education

2016

Illinois Institute of Technology
Master of Science in Marketing Analytics & Communications

2012

Illinois Institute of Technology
Master of Science in Marketing Analytics & Communications

Key skills and characteristics

- Marketing Strategy & Leadership
- Digital Transformation
- Revenue Attribution
- Marketing Operations
- Budget Management & ROI Optimization
- Customer Data Platforms (CDP)
- MarTech Architecture
- AI & Personalization
- Cross-Functional Collaboration
- Lead Generation • Salesforce & Pardot

Certifications

- Salesforce Certified Pardot Consultant
- Salesforce Certified Pardot Specialist
- HubSpot Digital Marketing Certification
- Google Analytics Certification
- HubSpot Inbound Marketing Certification