REBECCA KOVACEVICH

SENIOR GROWTH & INTEGRATED MARKETING LEADER

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PROFESSIONAL SUMMARY

Growth and integrated marketing leader with 15+ years driving acquisition, conversion, retention, and revenue across B2B, B2C, and B2B2C businesses. Combines cross-channel campaigns, lifecycle marketing, CRO, SEO/AEO, and AI-powered experimentation to accelerate full-funnel growth.

CORE SKILLS

Growth & Integrated Marketing | Digital Strategy & GTM | Demand Generation | Paid Media & Acquisition | Lifecycle Marketing & Retention | CRO & A/B Testing | SEO & Answer Engine Optimization (AEO) | AI-Powered Marketing | Marketing Automation & Personalization | Customer Journey Optimization | Marketing Analytics & Attribution | Product-Led Growth (PLG)

PROFESSIONAL EXPERIENCE

inKind — Senior Manager, Growth Marketing (SEO/AEO & CRO), Contract, Austin, TX 2025 – 2026
Led B2B/B2C acquisition, lead conversion, and funnel optimization to improve pipeline performance.

- Increased B2C organic traffic **4,000%** through technical SEO, programmatic content, and AI-powered search optimization.
- Improved B2B domain authority from **13 to 84** through high-intent content strategy, site architecture, and SEO/AEO initiatives.
- Increased B2B form conversions by **7.2%**, generating approximately **2,000 incremental monthly submissions**; achieved a **77% submit-to-booking rate** through lead-routing optimization.
- Reduced sales cycle time by **90% (20 to 2 days)** by introducing self-service booking, automated qualification, and streamlined conversion journeys.
- Implemented GA4/GTM event tracking, monitored AI search visibility, and developed AI-assisted content and CRO workflows to accelerate optimization.

Epic Games (LEGO Fortnite) — Program Marketing, Contract, Austin, TX 2024 – 2025
Coordinated global integrated marketing, GTM execution, and cross-functional campaigns for LEGO Fortnite across console, PC, and mobile.

- Delivered two major game launches in under four months, contributing to **83M players and 30% engagement growth**.
- Orchestrated campaign execution across Product, Creative, Analytics, Publishing, regional marketing, and creator partnerships.
- Supported player acquisition, activation, and retention initiatives informed by audience behavior and engagement insights.

Improbable — Senior Growth Marketing Manager, Austin, TX 2020 – 2023
Led global growth, integrated acquisition, lifecycle campaigns, and product marketing programs for gaming and digital entertainment products.

- Exceeded product activation goals by **400%** by simplifying onboarding, improving user journeys, and reducing conversion friction.

- Grew CRM audience **500% in four months** by expanding acquisition through TikTok, Spotify, Snapchat, paid search, and integrated digital campaigns.
- Increased CRM-driven engagement **270%** through audience segmentation, personalized messaging, and automated lifecycle campaigns.
- Managed paid media strategy, creative testing, agency partners, and performance optimization across Google Ads, YouTube, Meta, and TikTok.

TapInfluence — Senior Growth Marketing Manager, Denver, CO 2016 – 2017
Led B2B SaaS demand generation, integrated acquisition, and account-based marketing programs across paid, organic, partner, and lifecycle channels.

- Increased net-new leads **300%** through integrated webinars, content syndication, co-marketing, and digital acquisition programs.
- Tripled marketing-qualified leads (MQLs) while reducing cost per lead by **40%** through segmentation, campaign testing, and lead nurturing.
- Exceeded acquisition targets by **30%+** through strategic partnerships and cross-channel optimization.

LivePerson — Senior Growth Marketing Manager, San Francisco, CA 2014 – 2016
Managed digital acquisition, product activation, lifecycle marketing, and conversion programs for B2B and B2C digital products.

- Increased app downloads **180%** and product activations **200%** through paid acquisition, onboarding optimization, and customer journey improvements.
- Improved customer engagement **45%** using behavioral segmentation, triggered messaging, and marketing automation.
- Launched an affiliate marketing program generating **20% incremental revenue**.

EARLIER MARKETING EXPERIENCE

Samsung — User Acquisition Marketing Manager, San Jose, CA 2012 – 2013
Led digital acquisition and GTM campaigns for consumer entertainment applications. Exceeded acquisition targets by 200% and improved email open rates by 400% through behavioral targeting and automation**.**

eBay — Marketing Program Manager, San Jose, CA & Sydney, AU 2008 – 2011
Led acquisition, retention, and e-commerce growth programs across U.S. and Australian markets. Increased campaign revenue 40%+ quarter over quarter and Australian marketing revenue 150% through segmentation, experimentation, and digital optimization.

TOOLS & TECHNOLOGIES

Analytics & Optimization: GA4, Google Tag Manager, Amplitude, Sigma, Looker, Tableau, Optimizely, Hotjar, Semrush, Google Search Console

CRM & Marketing Automation: HubSpot, Salesforce, Marketo, Pardot, Impact.com

Paid Media & Digital: Google Ads, Microsoft Ads, Meta Ads, TikTok Ads, YouTube

AI & Automation: ChatGPT, Claude, Claude Code, Gemini, Cursor, Perplexity, Lovable.dev