

Victoria Shakespeare

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SUMMARY

Marketing leader who has run the full marketing function for a B2B SaaS customer-insights platform for 2.5+ years, currently as interim head of marketing: brand, demand generation, budget, and team. Led the team behind \$75M+ in marketing-sourced pipeline and \$25M+ in closed revenue since 2020. Built one of the first production AI marketing systems on the Anthropic API, with agents across SDR automation, competitive intelligence, and win-back. Led marketing through three company transformations: the early-stage build-out, the scale-up demand engine, and the AI-native repositioning.

EXPERIENCE

Fuel Cycle, Los Angeles: B2B SaaS customer-insights platform used by research and brand teams at Fortune 500 companies; about 100 people. *{{PLACEHOLDER: ARR range}}*

Jul 2025 – Present

Director, Growth Marketing (Interim Head of Marketing)

- Lead the full marketing function as interim department head: the annual budget, the company marketing-sourced pipeline target, and the team across demand gen, brand, and content. *{{PLACEHOLDER: budget figure, reporting line, team size}}*
- Own the company marketing-sourced pipeline number, driving \$1.25M+ in quarterly marketing-sourced pipeline. *{{PLACEHOLDER: annual pipeline target, attainment, and share of company pipeline}}*
- Built and run a production AI Marketing OS on the Anthropic API: agents for SDR automation, competitive intelligence, and win-back, used daily by the team. *{{PLACEHOLDER: two or three before-and-after cycle times, e.g. SDR follow-up from 4 hours to 20 minutes}}*
- Led platform repositioning and the Curiosity OS launch: brand architecture, homepage strategy, and integrated GTM execution across all channels.
- Co-own pipeline planning and forecasting with the CRO and VP of Sales.
- Hire, coach, and lead the marketing team; set OKRs and align stakeholders across Sales, Product, and RevOps.

Feb 2023 – Jul 2025

Associate Director, Corporate Marketing

- Assumed leadership of the entire marketing function after the VP departure and ran it for 2.5 years: brand, digital, content, demand generation, and the team. *{{PLACEHOLDER: reporting line and pipeline growth over the period}}*
- Directed a full company rebrand and website relaunch, repositioning Fuel Cycle as an AI-native platform. *{{PLACEHOLDER: one post-launch rebrand outcome, e.g. branded-search lift or win-rate change}}*
- Built and executed GTM strategy for new product lines, growing top of funnel and sharpening differentiation.
- Created the "Practical AI" thought leadership engine: webinars, white papers, and demos that built category authority and organic demand.
- Managed a team of 3 across design, content, SEO, and PR; set annual marketing strategy and presented it to executive leadership.

2015 – 2022

Marketing Intern to Senior Marketing Manager

- Joined as Fuel Cycle's first marketing and design intern and built the function from zero: first campaigns, first reporting infrastructure, first events program, first brand system.

SKILLS

AI & MARKETING TECHNOLOGY

Anthropic API, AI workflow development, Salesforce, Pardot, Gong Engage, Google Analytics

BRAND & STRATEGY

Positioning, messaging architecture, GTM strategy, competitive intelligence, thought leadership

DEMAND GENERATION

Paid media (LinkedIn, Google), lifecycle marketing, ABM, SEO/AEO, multi-touch attribution, pipeline reporting

LEADERSHIP

Team building and coaching, cross-functional alignment (Sales, Product, RevOps), OKR development

EDUCATION

B.S. Electronic Media, Arts & Communication: Graphic Design & Marketing, Rensselaer Polytechnic Institute