

DENNIS AYOTTE

B2B and Product Marketing Leader • Media, CTV, and Agency Growth

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SUMMARY

Marketing leader with 17 years of experience and 11 in agency leadership, most recently Chief Operating Officer of a 30+ person agency directing **\$1M+ per month in managed media** across 115 accounts — spanning CTV and OTT, out-of-home, display, paid search, paid social, YouTube, email, SMS and direct mail. Has spent that career on the buy side: deciding where advertising budget goes, and defending those decisions to the people who own the money. Built functions from nothing three times, cut cost per account more than 60% at 3x to 10x ROAS, and won \$2M in new revenue at a 50% pitch win rate.

Applying to build Telly's ads marketing function from a blank page — and wrote the playbook before applying. A complete go-to-market for Telly's advertising business: dennisayotte.com/telly

WHY THIS ROLE

- **I have been the customer.** Eleven years deciding where advertising dollars go and defending those calls to business owners. I know what a media buyer needs to hear to say yes, because I have been the one saying yes or no.
- **I have bought the two categories Telly sits between.** CTV and OTT alongside out-of-home, in the same media plans — the exact budgets Telly's positioning has to bridge.
- **I have built the function, not inherited it.** Three times, including a digital department built from zero that spun out into its own agency.
- **I have won the pitch, and armed the people making it.** 60+ engagements and \$2M in new revenue at a 50% win rate — then trained account executives to spot, scope and pitch expansion themselves, worth \$200,000 to \$300,000 a year inside existing accounts.
- **I have sold to brands directly.** \$1M+ in annual corporate support from 20+ partners for the Spurs Sports & Entertainment foundation.
- **I have launched with no audience at all.** The inaugural campaign for San Antonio FC — no history, no roster, no fan base — to nearly 7,500 founding season ticket members and a sold-out home opener.

EXPERIENCE

LEADHUB

San Antonio, TX • May 2022 – Aug 2026

Chief Operating Officer, promoted from Director of Client Success

- **Media and channel scale.** Directed \$1M+ per month in managed media across 115 accounts spanning CTV and OTT, out-of-home, YouTube, display, paid search, paid social, SEO and AI search, direct mail, email and SMS — owning strategy, planning, creative, vendor management, analytics and optimization.
- **Performance.** Cut cost per account more than 60% at 3x to 10x ROAS. Lifted landing page conversion from 5% to over 10% through structured A/B testing, and grew qualified lead volume 300% for a flagship account — 52% revenue growth in year one, 48% in year two.
- **Measurement.** Built closed-loop attribution tying media spend through leads to booked revenue across CRM, call tracking and analytics platforms, and used it to reallocate budget between channels, products and accounts.
- **New business.** Won 60+ new engagements and \$2M in new revenue at a 50% win rate through competitive pitches, and grew revenue inside existing accounts by \$200,000 to \$300,000 a year, using quarterly strategy reviews to move single-channel accounts into integrated programs.
- **Sales enablement.** Turned account management into a revenue generator, training account executives to spot expansion opportunities, scope them and bring the recommendation. Led the shift from hourly to value-based pricing, building the frameworks, documentation and training that taught account leadership to scope, price and defend engagements.
- **Recurring revenue.** Drove 500,000+ cumulative enrollments into client membership plans over four years, converting one-time buyers into contractually renewing relationships and more than doubling many client plan bases.
- **Executive communication.** Held P&L accountability on the executive team, presenting performance and budget recommendations directly to business owners and defending reallocation decisions against revenue results.
- **AI adoption.** Set the internal standards for applying AI to research, reporting and documentation — an efficiency tool, not a replacement for judgment — and ran acquisition across AI answer engines including ChatGPT, Claude, Perplexity and Gemini as zero-click search reshaped organic visibility.

- **Team and stability.** Grew the organization from 18 people and 4 directors to 30+ and 6, improved labor efficiency ratio from 1.1 to 2.0, raised client retention from 80% to 95%, and absorbed the loss of 35 private-equity-acquired accounts with no layoffs.

ANDERSON MARKETING GROUP

San Antonio, TX · Aug 2018 – May 2022

Director of Digital Services, promoted from Account Executive

- Directed \$5M to \$7M in annual media and production budgets across financial services, higher education, healthcare, legal and nonprofit clients, owning forecasting, reconciliation and vendor negotiation while reporting to the agency CEO.
- Built and led the digital services function from scratch — the offering, the staffing and the delivery process behind it.
- Ran two distinct products on one budget for Alamo Colleges District: six physical campuses at 3–5% year-over-year enrollment growth, and the online division at 25–30% growth, by building a separate integrated program around the distinct audience and conversion path of the online learner.
- Led marketing for Vantage Bank Texas inside a regulated environment where every offer and creative execution cleared legal and compliance review, building Salesforce-based segmentation and cross-sell programs against the existing customer base.
- Led integrated brand, media and creative work for The McNay Art Museum, Valero Alamo Bowl, Hyatt, Airrosti and South Texas Medical Group, and partnered with the creative director on website rebuilds focused on UX and UI — work that won the Special Judges Award and multiple Gold ADDYs.

THE PM GROUP

San Antonio, TX · Feb 2015 – Aug 2018

Account Executive, promoted from Account Coordinator

- Built the digital department from the ground up with the agency COO — the service offering, workflows, revenue forecasting and client programs that grew into Noisy Trumpet, a standalone digital and PR agency.
- Launched San Antonio FC from zero — no history, no roster, no fan base — building a founding season ticket base of nearly 7,500 and drawing sellouts including the home opener.
- Presented annual plans to executive stakeholders across Spurs Sports & Entertainment, treating season tickets as a renewing membership product rather than a ticket sale, at 90%+ renewal for the Spurs and roughly 10% year-over-year holder growth for the Stars and Rampage.
- Led marketing and sponsorship development for Silver & Black Give Back behind \$1M+ in annual support from 20+ corporate partners.

LA PRENSA DE SAN ANTONIO

San Antonio, TX · Feb 2009 – Feb 2015

Managing Editor, promoted from Reporter

- Ran the newsroom of a bilingual weekly on the publisher side of the business, supervising 12 editors, reporters and designers against a weekly print deadline that could not move.
- Grew circulation from 50,000 to 90,000 and built the email audience from zero to 100,000+ subscribers, the publication's first direct channel to readers and the list behind subscriber retention, event promotion and advertiser value.

SKILLS

Marketing Product marketing, B2B and demand generation, positioning and messaging, sales enablement, go-to-market planning, category and narrative development, direct response, lifecycle and CRM programs

Media CTV and OTT, out-of-home, paid search, paid social, YouTube, display, SEO and AI search, email, SMS, direct mail, sponsorship

Data Closed-loop attribution, structured A/B testing and experiment design, conversion optimization, audience research and segmentation, budget allocation and forecasting, performance reporting

Leadership P&L accountability, executive and cross-functional communication, team building and coaching, organizational design, agency and vendor management, change management, value-based pricing

Platforms and AI Salesforce, HubSpot, GoHighLevel, ServiceTitan, Google Ads, Meta Business Suite, Microsoft Ads, GA4, Google Search Console, CallTrackingMetrics, ClickUp, Webvantage, Strata. ChatGPT, Claude, Gemini, Perplexity and Copilot, applied to research, reporting and documentation standards.

EDUCATION AND RECOGNITION

Associate of Arts, Communications — Northwest Vista College, San Antonio, TX · ADDY Awards 2018–2021, Special Judges Award and multiple Gold