

Neil Andrew DuPaul

B2B Marketing Leader | Demand Generation, Lifecycle & Marketing Technology
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Professional Summary

B2B marketing leader with 10+ years scaling demand generation, lifecycle, and brand for high-growth cybersecurity and privacy companies. Proven at building pipeline engines and modern martech/AI stacks from the ground up—including a first-marketing-hire role that drove 170% YoY revenue growth. Known for lean, remote-first team leadership and tight alignment across Sales, Product, and Marketing.

Core Skills & Tools

Strategy: Demand Generation · Lifecycle Marketing · Product & Brand Positioning · Content Strategy · ABM · SEO/SEM · Events & Webinars · Team Leadership & Budget Ownership

Tools: HubSpot · Salesforce · GA4 · Clay · LinkedIn Sales Navigator · Claude · Gemini · NotebookLM

Experience

DeleteMe

Director, B2B Marketing — Sept 2024 – Present | Remote

Head of B2B marketing for a consumer-privacy company, owning strategy and execution across demand generation, lifecycle marketing, product and brand positioning, and content. Lead a team of 3 (field events, content, and PPC) and manage a \$2.5M budget.

- **Drove 186% YoY SQL growth** over the most recent trailing 12 months (284 to 530+).
- **Grew overall growth rate from 51% to 56%** and delivered consistent 20% QoQ pipeline growth.
- **Architected signal-based lead orchestration** for Sales prospecting, then implemented AI workflows to increase its velocity and personalization.
- **Built and led integrated campaigns** spanning paid, organic, and lifecycle channels in close partnership with Sales and Product, while owning the full marketing technology stack.

ThreatX

Acquired by A10 Networks (2024).

Senior Director of Demand Generation — May 2021 – Sept 2024 | Manchester, NH

Owned demand generation strategy and execution for a cybersecurity (API & application protection) company, with pipeline growth as the primary KPI.

- **Built the pipeline engine** driven by events, webinars, SEO, and paid advertising (Google and LinkedIn).
- **Built and managed the marketing and sales technology stacks** and managed agency and vendor relationships, aligning campaigns with Sales for efficient, measurable growth.
- **Launched and produced 100+ episodes of the company's CEO-hosted podcast**, growing it into a consistent, top-of-funnel demand and brand channel.
- **Upskilled the entire organization on social media** across 15+ internal training sessions; recognized with the company's annual values award for esprit de corps.

Capsule8

Acquired by Sophos (2021).

Senior Manager, Digital Marketing — Oct 2018 – May 2021 | Remote

First technical marketing hire; built demand generation and martech functions from scratch.

- **Created and optimized all demand generation campaigns, driving 170% YoY growth** growing ARR from \$300K in 2018 to over \$3.5M entering 2021.
- **Built and maintained the Sales and Marketing technology stacks** and managed and mentored junior team members, agencies, and vendors.

Veracode

Acquired by CA Technologies in 2017 (\$614M); sold to Thoma Bravo in 2019 (\$950M).

Senior Marketing Technologist — Jan 2016 – Sept 2018

Supported content, corporate, demand gen, field, and product marketing teams. Managed a six-figure budget across SEO, SEM, interactive, and video vendors, ran the website CMS (Drupal, formerly WordPress), and led CRM-driven campaign management for paid and organic efforts.

SEO & Social Media Manager — July 2012 – Jan 2016

Grew organic SERP and social presence through a regular publishing cadence of targeted content. Managed external vendors producing 20+ infographics, 100+ SEO-driven landing pages, and mixed demand generation campaigns.

Earlier Experience

CF Search Marketing — SEO Analyst (2012). Managed SEO, link building, email, and social campaigns for 15+ national automotive dealerships.

Sugarrae, Inc. — Link Builder / VA (2011–2012). SEO, link building, content, and community management for the founder's projects and Fortune 500 clients.

Education

Rochester Institute of Technology — 2002 – 2007

B.S. in Professional and Technical Communication, Professional Core – New Media Design.