Tim Curtis

(860) 604-1646 | Middlebury, CT | timcurtis@timothycurtis.net | https://timothycurtis.net

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GTM Engineer

Systems-focused marketing technologist building infrastructure that makes GTM teams faster and more measurable. Track record of $6.5M+ in influenced ARR through automation systems. Currently building Otto Routes, an AI-powered email routing SaaS with OAuth integrations across Gmail, Outlook, and Salesforce.

Technical Proficiencies

Platforms & Tools	Marketo, HubSpot, SFMC, Intercom, ON24, Outreach, ZenDesk, SendGrid, Zapier/Make/n8n, Clay, ZoomInfo, ChurnZero,
Languages & Development	HTML/CSS, JS, Velocity, Liquid, PHP, Python, SQL, OAuth, Next.js, Supabase, Railway, Claude/Claude Code
Analytics	Google Analytics, Looker Studio, Heap, Pendo, Excel

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Professional Experience

Senior Email Marketing Manager | ActivTrak   Remote • 07/2024 – Present

Promoted to own ActivTrak's full email and automation stack. Shifted focus toward operational architecture, building systems that scale across business, segments and marketing activities.

Marketo instance owner: Velocity scripting, dynamic content architecture, template development, segmentation, and ON24/Salesforce/Intercom integrations.

- **Managed GTM operations for 20 webinars in 2025**, driving 6,393 registrations and **$3.05M in influenced ARR** including $850K in new pipeline (highest on record). Built and owned the full ops workflow from intake to post-event automation. timothycurtis.net/case-studies/webinar-ops
- **Drove $2.81M in last-touch attributed ARR** and $3.72M in influenced ARR through email and messaging campaigns across Marketo and Intercom.
- Built nurture sequences contributing to a **2.1% increase in sales team deal close rate**, connecting marketing automation directly to pipeline outcomes.

Email Marketing Manager | ActivTrak   Remote • 06/2022 – 07/2024

Took ownership of ActivTrak's Marketo instance and rebuilt the email infrastructure from templates to segmentation. Introduced systems that eliminated manual processes and made personalization scalable.

Rebuilt Marketo email template library, dynamic content segmentation, Velocity scripting, Salesforce sync, and smart list architecture.

- **Architected a dynamic content system in Marketo** replacing separate per-segment email builds. Saved 3 hours per build across 12-16 emails monthly. timothycurtis.net/case-studies/dynamic-content
- **Built Velocity scripting tokens** for webinar email personalization, automating content variation based on poll responses and saving the lifecycle team 2-3 hours per email across 2-3 webinars monthly. timothycurtis.net/case-studies/velocity-email
- **Generated $675K in ARR through email** and **$150K via Intercom** (June-December 2023) through targeted lifecycle automation.
- Reduced unsubscribe rate from 0.2% to 0.05% against a SaaS benchmark of 0.19% through template and segmentation improvements.

Marketing Automation Manager | GO Hartford, CT • 07/2019 – 06/2022

Grew the agency's marketing automation practice from 1 to 10 clients. Functioned as the client facing technical and strategic lead across the client base, managing implementation across multiple platforms simultaneously.

Implemented and administered **HubSpot, SharpSpring, SFMC, and Pardot** across 10 client accounts. Built lead routing workflows, CRM automation, and email programs for clients across industry spectrum.

- **Grew the practice from 1 to 10 clients**, generating $150K in new service revenue within 3 years. Owned client relationships, platform implementations, and team management.
- **Delivered 105% increase in open rate, 4,700% in click rate, 2,200% in click-to-open rate** for a gym management SaaS client through lead nurture automation.
- Managed email program for Live Nation New England's Friends of Jimmy ticket club, generating $400K+ in ticket sales (2018-2022).

Additional Experience

Interactive Designer | GO Hartford, CT • 01/2018 – 07/2019
Owner & Creative Director | Loxley + Leaf Cromwell, CT • 03/2016 – 01/2020
Web & Graphic Designer | Dornenburg Kallenbach Advertising Bloomfield, CT • 05/2015 – 01/2018

Education & Certifications

University of New Haven	**BA, Music and Sound Recording**
Adobe Certified Professional	**Marketo Engage Business Practitioner**
HubSpot Certified	**Email Marketing, Inbound Marketing, Content Marketing**
SharpSpring	**Certified User & Advanced Certified User**

Projects

Otto Routes | AI-Powered Email Routing SaaS timothycurtis.net/case-studies/otto-routes

Built from scratch to solve the noreply paradox for mid-market B2B companies. Automatically classifies and routes emails from shared business inboxes to lead/contact owners and support teams using a custom ML classification engine built on the Anthropic Claude API.

Stack: Claude API, Next.js, Python, Supabase, OAuth, Salesforce, ML Classification, Railway

Webinar GTM Operations timothycurtis.net/case-studies/webinar-ops
Stack: ON24, Marketo, Salesforce, Outreach, Custom Objects, Smart Campaigns

Database Segmentation & Dynamic Content System timothycurtis.net/case-studies/dynamic-content
Stack: Marketo, Segmentation, Dynamic Content, Email Templates

Velocity Scripting: Hyper-Personalization at Scale timothycurtis.net/case-studies/velocity-email
Stack: Marketo, Velocity Scripting, Conditional Logic, Data Parsing