

BRENDAN ELLIS

Demand Generation | Partner & Channel Marketing | Integrated Campaign Strategy | B2B Tech
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PROFESSIONAL SUMMARY

Demand generation and partner marketing leader with 8+ years driving measurable pipeline, revenue, and MDF ROI across B2B technology campaigns. Owns a multi-partner MDF program of 100+ funded activities a year and 20+ national tradeshow, with deep OEM expertise across Zebra and Honeywell spanning digital, PPC, events, and webinars. Builds Eloqua automation (nurture, lifecycle, repurchase), campaign-influence attribution, and quarterly MDF reporting that keeps partner dollars flowing. Translates GTM goals into full-funnel execution with strong sales alignment, data-driven reporting, and executive-ready proof of performance.

\$5M+ Revenue from 2026 campaigns	37.76x Combined MDF campaign ROI	\$1M+ MDF managed with OEM partners
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EXPERIENCE

Levata (formerly Barcodes, Inc.) — Demand Generation Specialist · Minneapolis, MN
Jan 2024 – Present

- **Own multichannel demand generation** across email, paid media, partner MDF, webinars, tradeshow, and sales enablement, contributing \$2M+ gross profit in 2024 and \$5M+ campaign revenue in 2026.
- **Execute OEM targeted-account campaigns:** Zebra Q1 2026 drove \$3.97M revenue (+\$944K YoY), 495 closed opportunities, and 37.76x combined ROI (mobile computing +79.2% YoY); Honeywell Q1 2026 refresh drove \$1.68M (+\$109K YoY) and 145 conversions; Honeywell Raiders reactivation produced \$307.9K and 51.31x ROI.
- **Direct cross-functional tradeshow teams across 30+ annual events**, assigning demo roles, booth schedules, and sales follow-up; achieved 46% MQL-to-SQL at ProMat 2025 with 240+ MQLs and \$132K in secured MDF sponsorships.
- **Own the multi-partner MDF program (100+ activities/year across 11+ partners)** and built the quarterly MDF reporting and claim-packaging process: partner performance recaps, claim-status and deadline-risk tracking, and invoicing/claims reconciliation that protects reimbursement.
- **Build and manage Eloqua automation** (nurture, lifecycle, repurchase), improving conversion 15% and email open rates 25%; developed an Eloqua Python toolkit and a campaign-influence attribution model tying multi-channel activity to influenced revenue.
- **Lead vertical go-to-market programs:** co-branded Zebra healthcare clinical-mobility GTM with a Becker's Healthcare webinar; a Retail RFID crawl-walk-run playbook (ebook, landing page, nurture, social); and a K-12 education secure-credentials campaign.
- **Automated tradeshow lead capture** (event app to Eloqua opportunity creation to sales routing) and led the vendor ROI and business-case analysis for event lead-retrieval tooling; planned T-Mobile channel VIP customer events.
- **Manage PPC and campaign budgets alongside \$1M+ in partner MDF**, with disciplined tracking, proof-of-performance documentation, partner-facing ROI narratives, and SKU-series sales analysis to focus investment.

Barcodes, Inc. (a Levata company) — Marketing Healthcare / ISV Specialist · Minneapolis, MN
Apr 2021 – Dec 2023

- **Onboarded new ISV partners end to end**, producing co-branded collateral, press releases, landing pages, and multichannel launch campaigns, including webinar programs driving 100+ registrants per session and a 22% increase in healthcare pipeline.
- **Drove 15% YoY growth in Zebra mobile computer sales in Q1**, yielding \$1.88M revenue and \$515K gross profit; recovered \$307K via targeted at-risk account campaigns using partner MDF and segmentation.
- **Executed integrated programs across Eloqua, NetSuite, and Excel analytics** to improve targeting, measure engagement, and report performance to sales and leadership.

Emkat (acquired by Barcodes) — Customer Success & Marketing Specialist · Minneapolis, MN
Feb 2019 – Apr 2021

- **Served as primary contact for enterprise accounts**, managing retention, escalations, and growth through targeted campaigns and partner collaboration.
- **Managed MDF budget and co-marketing programs** while supporting \$2M+ in revenue through quoting, sales orders, returns, and PO processing; built deep NetSuite ERP and CRM expertise.
- **Ran an Android migration campaign** (Microsoft Dynamics, Mailchimp) generating \$200K+ in new revenue from high-potential leads.

Wild Prairie Harley-Davidson — Marketing & Events Manager · Eden Prairie, MN
Jun 2018 – Nov 2018

- **Owned the full marketing budget**, executing multi-event programs attracting 400+ attendees and growing social engagement 30% via targeted Facebook and Instagram content.

Lundstrum Performing Arts — Marketing Coordinator · Minneapolis, MN
2013 – Oct 2017

- **Ran multichannel campaigns raising \$200K+ for annual galas**; led a rebrand and website update driving a 40% web traffic lift and 3x Facebook growth in one year.

SELECTED CAMPAIGNS & PROJECTS

- **Zebra Q1 2026 Targeted-Account Campaign** — \$3.97M revenue, +31.2% YoY, 37.76x combined ROI, 79.2% mobile computing growth.
- **Honeywell Q1 2026 Refresh + Raiders Reactivation** — \$1.68M refresh revenue and \$307.9K reactivation revenue at 51.31x MDF ROI.
- **ProMat 2025** — \$132K MDF secured; 240+ MQLs at 46% MQL-to-SQL as project manager for the Zebra automation demo.
- **Multi-Partner MDF Reporting Suite** — partner performance reports, claim-status/deadline-risk tracking, and invoicing reconciliation across 100+ activities.
- **Healthcare Clinical-Mobility GTM + Retail RFID Playbook** — co-branded Zebra healthcare program with Becker's webinar; RFID crawl-walk-run nurture from pilot to scale.
- **Campaign-Influence Attribution + Tradeshow Lead Automation** — influenced-revenue model for executives; event app to Eloqua/CRM routing with a lead-retrieval ROI business case.

CORE COMPETENCIES & TOOLS

Competencies	Tools & Platforms
● Demand Generation & Pipeline Growth ● Integrated Campaign Strategy & GTM Planning ● Field, Partner & Co-Marketing (MDF) ● OEM Partnerships (Zebra, Honeywell, +9) ● Events, Tradeshows & Webinar Programs ● Eloqua Automation (Nurture, Lifecycle, Repurchase) ● ABM, Segmentation & Lead Scoring ● Campaign Attribution, ROI Reporting & Exec Narratives	● Eloqua, HubSpot, Salesforce, MS Dynamics ● NetSuite ERP, Magento ● Google Analytics 4, LinkedIn Campaign Manager ● ZoomInfo, Adobe Creative Suite ● Excel (VLOOKUP, Pivots, Power Query), Python ● ClickUp, Trello ● Partner MDF Portals (PartnerConnect, PowerUp) ● AI Tools (Claude, ChatGPT)

EDUCATION

B.A. in Communications — University of Tampa