

TERRENCE SNYDER

Senior Marketing Manager | B2B Marketing | Product Marketing & GTM
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Professional Summary

Senior Marketing Manager with progressive leadership experience across B2B manufacturing, industrial equipment, transportation technology, construction, and commercial real estate. Led marketing functions for technical products and services, reporting directly to senior executives and supporting domestic and international markets.

Experienced in leading marketing functions, building high-performing teams, and establishing clear accountability and supporting professional growth. Collaborated across executive leadership, finance, engineering, and sales to align marketing strategy, budgets, and hands-on execution with revenue objectives, helping organizations sustain year-over-year growth through challenging and uncertain economic conditions.

Core Competencies

B2B Marketing Leadership • Revenue & Sales Alignment • Team Development & Culture • Technical Product Marketing • Market Research & Buyer Personas • Content Strategy • Demand Generation • Go-to-Market & Channel Marketing • Cross-Functional Collaboration • CRM & Automation • Analytics • Budget & Agency Management

Professional Experience

Ferguson Enterprises | Independent Marketing

Independent Marketing Professional | September 2025–Present | Dallas–Fort Worth, Texas

Provide B2B marketing strategy, management support, integrated communications, and hands-on creative execution supporting commercial sales and marketing objectives.

Apply senior-level marketing experience to brand positioning, technical product marketing, integrated marketing strategy, and commercial communications.

Support marketing planning, content development, digital marketing initiatives, and campaign execution aligned with business priorities.

Collaborate across sales, marketing, and other business functions to support coordinated marketing activities.

Contribute expertise in demand generation, sales enablement, marketing communications, and creative production.

Combine strategic marketing management with hands-on capabilities across copywriting, digital content, and campaign development.

Orange EV

Marketing Manager | Functional Head of Marketing | 2023–August 2025 | Kansas City Metropolitan Area

Reported directly to the SVP of Sales & Marketing, leading the in-house marketing function for a commercial electric vehicle manufacturer in collaboration with finance, engineering, and sales leadership.

Led technical product positioning and go-to-market programs across direct sales, dealer networks, and third-party logistics channels in North America, with European market exposure.

Aligned demand generation, buyer targeting, content strategy, and CRM workflows with approximately 32 U.S. and Canadian sales professionals to strengthen pipeline coordination.

Led and developed an internal marketing team of 4–5 professionals, establishing clear priorities, strengthening team performance, and managing 5–7 agencies, several freelancers, and a wide range of marketing vendors.

Partnered with executives and finance on marketing plans, investment recommendations, and reporting as annual marketing budgets expanded from approximately \$650K to \$1.8M.

Directed website development, SEO/SEM, paid media, email marketing, public relations, dealer communications, and events while personally producing copy, design, and campaign content.

Supported Salesforce and Salesloft initiatives to strengthen campaign measurement, lead management, and sales coordination.

ExGuard

Head of Marketing | 2022–2023 | Des Moines, Iowa

Reported to executive leadership and the General Manager, directing marketing for commercial vehicle collision prevention technology sold through dealer and distribution networks.

Developed technical product positioning, dealer communications, and channel marketing initiatives supporting channel development.

Collaborated with engineering, finance, and commercial leadership to connect product capabilities, market needs, and marketing priorities.

Directed marketing strategy, brand messaging, product communications, and integrated marketing execution supporting commercial objectives.

Bay Shore Systems

Marketing Manager | Marketing Function Lead | 2019–2022 | Rathdrum, Idaho

Reported directly to the Chief Revenue Officer, leading in-house B2B marketing for industrial equipment serving construction and infrastructure markets.

Aligned technical product marketing, competitive research, content strategy, and demand generation with commercial and sales objectives.

Supported a 25-person international sales organization across Canada, Australia, New Zealand, Mexico, and South America through coordinated campaigns and sales content.

Led internal and external marketing resources, coordinating digital campaigns, trade shows, marketing communications, and sales enablement initiatives.

Partnered with engineering, finance, and executive leadership on marketing priorities and budget planning while personally producing photography, video, and digital content.

Saatchi & Saatchi | Marketing & Communications Agency

Marketing Manager | Manufacturing, Industrial & B2B Accounts | 2015–2019 | Orange County, California

Reported directly to the Vice President, managing marketing strategy and integrated campaigns for North American manufacturing and industrial accounts.

Led marketing planning, market research, competitive analysis, and brand positioning for B2B clients.

Translated technical product information and customer insights into targeted marketing communications, content strategies, and integrated campaigns.

Coordinated cross-functional agency teams, creative resources, and client stakeholders to execute marketing programs aligned with business objectives.

Managed client marketing initiatives across digital marketing, brand communications, content development, and campaign execution.

Combined strategic marketing management with hands-on creative execution to support client growth and market positioning.

Advantage Sales & Marketing | Marketing Agency

Senior Marketing Specialist & Account Brand Manager | 2009–2015 | Orange County, California

Reported directly to the Vice President, managing client relationships and integrated marketing initiatives across North America and Europe in industrial manufacturing, commercial real estate, and construction.

Supported marketing strategy, brand management, integrated communications, and campaign development.

Coordinated client relationships, marketing programs, creative resources, and account initiatives.

Collaborated with internal teams and client stakeholders to support lead generation, business development, and commercial objectives.

Marketing Technology & Execution

CRM & Marketing Automation: Salesforce CRM, Marketing Cloud, Account Engagement (Pardot), HubSpot, Adobe Marketo, Salesloft; segmentation, lead nurturing, sales workflows, and campaign automation.

Digital Marketing & Analytics: Web analytics, CRM analytics, marketing performance measurement, attribution, conversion tracking, lead generation and funnel analysis, campaign dashboards, ROI reporting, Google Analytics, Looker Studio, WordPress, Hootsuite, SEO/SEM, paid search, paid social, and email marketing.

Creative Production: Adobe Photoshop, Illustrator, Premiere Pro, copywriting, custom presentations, photography, drone video, video editing, and digital content production.

Marketing Leadership & Operations: Marketing strategy, budget planning, team development, agency management, vendor coordination, cross-functional collaboration, and performance reporting.

Education

Bachelor of Science, Business Administration | San Diego State University | San Diego, California