

AUSTIN ELKIS

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WORK EXPERIENCE

W.R. Grace

Columbia, MD

Sr. Regional Marketing Specialist

Jan. 2026 - Present

- Drives a 28% increase in marketing qualified leads and 22% year-over-year opportunity pipeline growth across a \$500M Americas portfolio by developing and executing regional marketing strategies, leading 15+ annual trade shows and customer engagement programs across North and Latin America, and managing end-to-end event planning, vendor negotiations, budget allocation, demand generation activities, and ROI measurement.
- Improves ad spend ROI by 35% by developing and executing 20+ annual omnichannel demand generation campaigns, leveraging audience segmentation, Salesforce automation, email marketing, paid media, and Google Ads to support product launches, nurture prospects through the funnel, and drive regional growth objectives.
- Leads the stage-gate innovation process for 15+ new product development projects, coordinating cross-functional teams to advance concepts from ideation through commercialization; oversees business cases, financial forecasts, and executive reviews while delivering biannual portfolio assessments that guide capital allocation across a \$100M innovation pipeline.

Market Intelligence Specialist

Jun. 2024 - Jan. 2026

- Served as the sole market intelligence lead supporting all major business segments, delivering 10+ annual competitor benchmarking studies, market assessments, and strategic analyses that informed commercial strategy, growth initiatives, and innovation investments; produced 50+ weekly intelligence briefings to support product development and commercialization planning.
- Managed a \$150K annual market intelligence budget and vendor ecosystem including AlphaSense, GlobalData, S&P Global, and Guidepoint, developing the organization's market intelligence strategy and implementing research tools, dashboards, and reporting processes; leveraged Power BI, Excel, and external intelligence platforms to provide actionable insights supporting annual operating plan development.
- Improved competitive visibility by 65% through building and maintaining a Salesforce intelligence database containing 100+ competitors and 500+ products, enabling cross-functional access for all commercial teams; synthesized PMI, ABI, market, and internal performance data into 12 monthly executive operating reviews that informed digitization initiatives and competitive strategy.

Robert H. Smith School of Business Executive Education

College Park, MD

Digital Marketing Coordinator

Oct. 2022 - Jun. 2024

- Owned acquisition marketing for self-paced post-graduate programs across email, paid social, Google Ads, and SEO; optimized budget allocation and messaging based on weekly performance data across channels, driving a 20% year-over-year increase in enrollments and growing social following to 60,000+ users.
- Built and executed segmented email campaigns in Salesforce Marketing Cloud using audience segmentation, automated journeys, and A/B testing to improve engagement; tracked performance via Salesforce CRM, Google Analytics, and Hootsuite, achieving 42% open rates, driving 15% of monthly enrollments through email, and increasing website traffic by 25%.

RedBlack Consulting

College Park, MD

Vice President of Marketing Consulting

Jun. 2023 - May 2024

- Directed and scaled a pro bono student-led marketing consulting organization serving small businesses in the College Park area by recruiting and developing student consultants, acquiring and onboarding clients, and building consulting delivery processes; achieved a 90% client retention rate through strong project execution.
- Built the organization's consulting training and project management program by developing curriculum, assembling and supervising client-facing teams, and overseeing engagements from business case development through implementation and performance tracking; contributed to 25%+ of participating consultants securing full-time consulting roles after graduation.

EDUCATION

University of Maryland, College Park: Robert H. Smith School of Business

May 2024

Bachelor of Science, Marketing and Supply Chain Management

SKILLS

Computer: Google Ads, Hubspot, AlphaSense, Salesforce, Power BI, Tableau, MS Excel, MS PowerPoint, Website Design
Business: Digital Marketing, Competitive Intelligence, Data Analysis, Executive Reporting, Project Management