Brittany Carcova

Head of Marketing | Growth, Product Marketing and Brand

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Summary

Marketing executive with 17 years across New York agencies, consumer brands, SaaS and financial services. Sets the strategy and builds the work hands-on, using AI to deliver what used to take a full team. Partners closely with sales and executive leadership and measures marketing in closed revenue.

Key Achievements

- Grew Lineage's sales pipeline 2.6x in 90 days to $3.89M across 267 deals, which the CEO credited to marketing-sourced leads.
- Built a webinar program that influenced $176.5K in closed revenue on $2,400 in spend, a 73x return at $240 per deal against a $14K customer acquisition cost (CAC) on paid channels.
- Moved Privy from 83% affiliate to 80% direct revenue in one year as it reached $1.3M in monthly recurring revenue (MRR).
- Led a rebrand at a $2.7B investment firm that earned 100+ Tier 1 media placements while cutting marketing spend 58%.

Experience

Lineage

Dec 2025 - Present

Head of Marketing (Director of Marketing)

Investment platform that bundles income property, lending, insurance and servicing for individual investors.

- Relaunched paid acquisition on Meta's Conversions API with a phone-verified lead flow. In one month, the high-quality lead rate rose from 13% to 33%, direct-to-consumer (DTC) lead-to-deal conversion from 3.8% to 13.2% and new deals from 20 to 45. Q2 2026 closed with 1,088 marketing qualified leads (MQLs), 109 sales qualified leads (SQLs) and 86 deals.
- Built a 90-page learning hub and calculators for Google and AI search (GEO). With a partner backlink strategy, it grew referring domains from under 100 to 4,700+, SEMrush Authority Score from 2 to 32 and ranking keywords from zero to 850+ in under a year.
- Built the Lunch & Learn webinar series end to end, from email and registration to replays and 10 to 20 social clips per session. It drew 377 registrants, with 41% watching live or on replay.
- Consolidated sales and marketing into one HubSpot funnel and own its architecture, including a fix for a tracking gap that showed 25 discovery calls when nearly 6x that many had been held.
- Partner with the CEO, president and sales team on channel partnerships and the sales funnel, and manage a four-person paid media agency team. Build custom Claude skills that draft The Ledger, produce webinar assets and cut social clips, plus a Claude Code performance dashboard.
- Write and design The Ledger, the monthly investor newsletter, plus product launch emails and nurture sequences, averaging a 43% open rate and 16.5% click rate.
- Launched Reddit as a new paid channel with server-side tracking. The relaunch closed a customer on about $1,400 in spend, about a tenth of the $14K CAC on existing paid channels.

Privy

Mar 2023 - Nov 2025

Head of Marketing & Customer Experience, Nov 2024 - Nov 2025

Director of Marketing, Mar 2023 - Nov 2024

Product-led SaaS data and analytics platform for individual investors. First marketing hire.

- Built the product-led growth (PLG) engine behind the shift to 80% direct revenue: a self-serve funnel and on-demand demo (75% engagement, 50% sign-up) that converted 41% at a $3 to $1 return, with no sales team.
- Relaunched the brand and website. Monthly traffic grew from 8K to 93K, keyword rankings from 234 to 2,750, and the launch brought in 28K qualified leads in three weeks.

- Led go-to-market for new features and integrations, reaching 73% average feature adoption. A new pricing model raised upgrades 6% and net retention 13%.
- Took over customer success and support, raising Net Promoter Score (NPS) from 20 to 79 and cutting churn 28% with new onboarding, an education platform and in-app guidance.
- Opened enterprise partnerships that onboarded 5,000+ users in one week and built $8.7M in pipeline in eight months.

MG Properties
Jun 2020 - Feb 2023

Director of Marketing

$2.7B investment and asset management firm.

- Built and led an eight-person marketing team and managed a $7.8M budget.
- Led the company-wide rebrand and earned media program, lifting investor inquiries 41%, web traffic 78% and LinkedIn engagement 99%.
- Introduced dashboards and standard operating procedures that cut marketing spend 58%, lowered CAC by $174 and raised conversion 9%.

Fairfield Residential
Mar 2019 - Jun 2020

Marketing Manager

Multifamily real estate investment and management firm.

- Ran marketing for a $1.6B, 56-property portfolio on a $22M budget. Beat sales goals by 10%+, grew sales qualified leads 29% and lifted conversions 17%.

Brittany Carcova Consulting
Sep 2017 - Mar 2019

Marketing Consultant

- Ran campaigns for Harvard University, the NYC Department of Education, Urban Land Institute and Mashable. The Urban Land Institute campaign grew online reach 550% and earned coverage in The New York Times and CNBC.

Medifast
Aug 2014 - Sep 2017

Director of Growth Marketing

Publicly traded health and wellness company.

- Led an e-commerce relaunch that generated $9.9M in new online sales and raised conversion 32%.
- Managed a $4.7M media budget across 16 North American markets, cut CAC 14% and saved $10.4M by moving agency work in-house and to modern, lower-cost partners.

The Berman Group
Jun 2012 - Aug 2014

Director of Creative Content, Nov 2013 - Aug 2014

Special Projects Manager, Jun 2012 - Nov 2013

- Led brand and go-to-market work for JPMorgan, SoulCycle, NYU, Zola and BASF, moving 80% of accounts to measurable digital programs and lifting engagement 37%.

Earlier Roles
2007 - 2012

Quinn McCabe LLP, Marketing Manager | TEN: The Enthusiast Network, Creative Services | Penguin Group USA, Assistant to the Art Director

Education

Pratt Institute, BFA, Communication Design

Skills

Marketing: product marketing, product-led growth (PLG), go-to-market strategy, demand generation, lifecycle and email marketing, marketing automation, SEO and AI search (GEO), paid media, organic social and video, partnerships, brand, attribution, budget management

Marketing tech: HubSpot, Salesforce, Marketo, Google Analytics 4, Google Tag Manager (server-side), Microsoft Clarity, Meta Ads, Google Ads, Reddit Ads, SEMrush, Looker Studio, Contrast

Build and create: Claude Code and custom Claude skills, Vercel, Webflow, WordPress, Figma, Adobe Creative Cloud, Firefly, Synthesia, Opus Clip, Notion, Asana

Certifications: Google Analytics, Google Ads, HubSpot Inbound, HubSpot RevOps, CXL Product Marketing