Kevin Leary
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781-609-7699

PROFILE

Fractional head of marketing operations with 18 years of full-stack experience. I make the marketing numbers match revenue.

RESULTS

- Cut ad spend **40%** while doubling lead generation (**+100%**) at **NetBrain**, with lead data verified against the CRM.
- Reduced a Google Tag Manager container at **Building Engines** from **300+ tags to 18**.
- Replaced about **$64,000 a month** of agency work at **Cred.ai**, put **4 ad platforms** on one server-side event pipeline and tracked **220,533 enrollment starts** end to end.
- Migrated **21 properties** off Universal Analytics at **Northstar Travel Group** at **$0** added cloud cost, with 50+ properties on one reporting stack.
- Defined **37 Segment events** in one spec for every vendor at **SBLI**, with attribution holding across a 90+ day buying window.
- Tracked **100%** of subscription revenue to source at **Puck** and **Boston Review**.

EXPERIENCE

Kevinleary.net

2008-PRESENT
Principal
Boston, MA
60+ organizations

- Independent practice running marketing technology for 60+ organizations, from startups to TripAdvisor and MIT.
- I handle tracking, data and the website myself.

Cred.ai

2021-PRESENT
Fintech startup
50 employees
Reported to CEO

- Replaced several agencies and their teams of 8 to 12 people as the one person who builds, manages and optimizes the MarTech and AdTech stack, working with the CMO or the CTO depending on the task.
- Manage all analytics and advertising systems and advise on using them for growth.
- Designed the BigQuery warehouse and a Laravel server-side event system, and built the executive dashboard reporting CAC across Snapchat, Reddit, TikTok, Facebook, Google Ads and Impact Radius.

SBLI

2015-2024
Life insurance
$300M revenue
Reported to CMO

- Worked with the CMO to set up Segment for all tracking and advertising optimization.
- Introduced, made the case for and implemented offline conversion events, so ad platforms optimized on bound policies.
- Tracked the full buying journey from first click to bound policy through Segment, HubSpot, Tableau, Oracle BI and Snowflake.
- Also designed and built the application itself, front end and back end.

NetBrain

MULTI-YEAR
Enterprise software
400 employees
Reported to CMO

- Built a BigQuery warehouse connecting GA4, Marketo, Intercom, Google Ads, Zoho and Salesforce, so marketing and sales report from the same numbers.

Northstar Travel Group

2024-2025
Media
$100M revenue
30+ publications
Reported to CTO

- Compared 6 migration paths, then built a partitioned, clustered warehouse carrying 3 attribution models in one row, with 6 Tableau-facing views refreshed daily for an audience of 4 million.

Paperless Parts

2022-PRESENT
B2B SaaS
180 employees
Reported to CMO

- Built a BigQuery warehouse with ETL from HubSpot and Salesforce so leadership can measure sales and marketing performance, all under ITAR data requirements.

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Coastal1 Credit Union

2022-PRESENT
Financial
300 employees
Reported to CMO

- Set up client and server side tracking APIs for conversion based advertising, and integrated advertisers across paid media, including streaming on Roku.
- Funnel visibility from ad click to funded application, in production for 7 years.
- Also run SEO and AEO, the custom website stack and the Cloudflare security stack.

Puck

2024-2025
Media
60 employees
Reported to Director of Revenue Operations

- Worked with the data team to improve revenue reporting and the referral system that pays authors by the subscribers they bring in.
- Set up full funnel tracking with real-time events through Google Pub/Sub.
- Audited every cookie site-wide and implemented GDPR and US consent.
- Also designed the Laravel back end that moved subscriptions off a legacy CMS.

RW Thrive

2025-2026
Healthcare services
4 brands

- Moved 255 pages off HubSpot CMS, eliminated the licence, redirected 321 broken URLs and transferred analytics ownership to the client.

Twindo

2025-PRESENT
Enterprise software

- Audited 40 GTM tags, captured 5 UTM parameters and 9 click IDs on every lead, and built server-side, dual-region consent.

EverPresent

2024-2025
Consumer services
200 employees

- Built a lead intake and routing system that captures 15 attribution parameters and handles 4 lead types in one flow, replacing form plugins and a separate CRM.

Also: Honeyfund (26 GTM events, Meta server-side events), Vital Strategies (multi-touch donation attribution), Building Engines, Boston Review, Chelsea Supplies (ended an 8 day Google Ads conversion blackout), TripAdvisor, MIT, Harvard Law Review, Recon Analytics, ARI-hetra (4 source systems consolidated into one warehouse).

EXPERTISE

Operations: MarTech stack audit and consolidation, lead lifecycle and routing, marketing to sales handoff, UTM governance, data quality, documentation

Attribution: multi-touch attribution, server-side tracking, conversion APIs, offline conversions, CAC and ROAS reporting, executive dashboards

Platforms: Google Tag Manager, GA4, Segment, HubSpot, Salesforce, Marketo, Customer.io, Intercom, Google Ads, Meta, TikTok, Snapchat, Reddit, LinkedIn

Data: BigQuery, Snowflake, Tableau, Looker Studio, Google Pub/Sub, ETL from CRM and ad platforms

Privacy: Consent Mode v2, GDPR, cookie audits, consent management platforms, first-party data

ACHIEVEMENTS

- Certified Google Cloud data analytics partner
- Open source contributor: OpenAI Codex CLI, WP-CLI, Query Monitor
- Author at Smashing Magazine, CSS-Tricks, The New Stack + SitePoint
- Book editor for Packt
- Top 1% problem solver at Stack Overflow

EDUCATION

B.S. in Interaction Design, Champlain College, 2004-2008