

ISAIAH NUÑEZ, CAPM

B2B Marketing Operations & Business Development Leader

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Summary

B2B marketing and business development leader who owns the full commercial surface: strategy, campaigns, web builds, content, and federal proposals. Scaled a LinkedIn program to 500K+ impressions and 258% follower growth, drove a 3,391% traffic increase through a public-data campaign, and co-founded MajorMatch, growing it past 12,000 users through organic search alone. Youngest recipient of the Founders Recognition Award in company history.

Education

Bachelor of Science

William & Mary
2023

Associate of Arts & Sciences

Brightpoint Community College ·
Summa Cum Laude
2021

Marketing Strategy

B2B Marketing Strategy, Field & Event
Marketing, Lead Generation, Content
Marketing, Brand Positioning &
Messaging, Social Media Management

Search & Content

SEO, AEO, GEO (AI Search), Editorial
Development, Thought Leadership,
Copywriting

Business Development

Federal BD, Capability Statements, RFI
& RFP Response, Proposal Writing,
Partner Programs, Stakeholder
Engagement

Operations & Tools

Smartsheet, CRM & Marketing
Automation, Reporting & Analysis,
Project Management, Squarespace,
Graphic & Web Design

Languages

English, Italian (Proficient)

Certifications

- CAPM — Project Management
Institute (2026)

Work Experience

Bent Ear Solutions

2025 — Present

Senior Marketing Operations & Business Development Lead
Veteran-owned geospatial technology and emergency management
consulting firm serving public safety decision-makers. Promoted twice
since 2023.

- Received the Founders Recognition Award in 2025, the youngest
recipient in company history.
- Led a free public power-outage dashboard during Winter Storm Fern,
driving a **3,391%** increase in visits to the data services page, then
converting that audience into pipeline through targeted LinkedIn
outreach and multiple proposal submissions.
- Lead LinkedIn content strategy to **270+** posts, **500,000+** impressions,
and **258%** follower growth across enterprise and critical infrastructure
audiences.
- Develop and execute integrated B2B marketing strategy across four
verticals: state and local government, critical infrastructure,
enterprise, and federal agencies.
- Spearhead federal business development through opportunity
identification and tracking, capability statements, RFI and RFP
responses, and agency engagement.
- Own end-to-end content production and brand consistency across
40+ print materials, **30+** blogs, and **25+** major website updates;
report KPIs bi-weekly to the C-suite.

Bent Ear Solutions

2024 — 2025

Marketing Coordinator & Consultant

- Authored the 2025 Marketing Plan establishing strategy, messaging,
target verticals, collateral, team roles, and budget.
- Built the marketing WorkApp in Smartsheet to track, analyze, and
visualize all marketing operations for leadership.
- Built the BES Partner Program and partner intake, cataloging **112+**
partners with tiering, POCs, and queryable capabilities, clearances,
past performance, and GWACs to accelerate teaming.

Bent Ear Solutions

2023 — 2024

Marketing Consultant

- Led a full website redesign, migrating from Wix to Squarespace and overhauling brand messaging and positioning: **267%** more visits and **41%** longer average session duration.

ETLMaestro

2026 — Present

Co-Founder & CEO

Metadata-driven orchestration and monitoring for Azure Data Factory and Microsoft Fabric.

- Own company strategy and the full customer-facing surface: positioning, pricing, partnerships, and the website.
- Directed a complete website overhaul covering brand system, messaging, a four-tier pricing architecture, and SEO, AEO, and GEO structure.
- Publish thought-leadership articles on orchestration and data platform cost for data engineers and lead architects.

MajorMatch

2026 — Present

Co-Founder & CMO

Mobile-first, gamified major exploration tool helping students gain clarity and momentum in minutes.

- Built and executed the go-to-market strategy, owning brand positioning, messaging, and content across B2B customer and B2C user channels.
- Built an SEO, AEO, and GEO strategy using a targeted keyword and prompt bank with aligned content, reaching **12,000+** users organically.

Storage Scholars

2022 — 2024

Regional Operations Manager

Student storage logistics startup that secured an investment from Mark Cuban on Shark Tank.

- Led operations for **6+** teams spanning **55+** individuals across the East Coast, including on-site support for NYU operations leading **300+** moves in 3 days.
- As Marketing & Operations Manager at William & Mary, drove a **108%** increase in regional customers while recruiting, training, and managing **30+** staff across **200+** moves.

The804Store

2019 — 2023

Founder & CEO

Clothing boutique based in Richmond, VA.

- Founded and operated the business end to end: brand development, social media marketing, event coordination, vendor relations, and operations.
- Built an inventory management system and ran digital campaigns and community event partnerships that expanded the customer base.